



# Business Communication Text Comparison

Thill/Bovée  
***Excellence in  
 Business Communication 13e***

Cardon  
***Business Communication: Developing  
 Leaders for a Networked World 4e***

## Professionalism

Emphasizes the full scope of professionalism, as defined by six traits: to be the best, to be dependable, to be a team player, to be respectful, to be ethical, to be positive.

Essential topics of credibility, ethics, and etiquette are integrated throughout the book, and credibility has been a fundamental element of the Bovée & Thill approach for decades, as part of the three-step writing process.

Chapter 1 offers comprehensive coverage of credibility, including the roles that trust, competence, caring, character, and civility play.

Index has limited number of entries for ethics, but the book covers the topic more extensively than this would suggest, particularly with the FAIR (Facts, Access, Impacts, Respect) test for evaluating the fairness of business communication efforts.

## Interpersonal communication

Offers two full chapters with in-depth advice on eight vital aspects of interpersonal communication: listening, nonverbal communication, conversational skills, conflict resolution, negotiation, teamwork, collaborative communication, and productive meetings.

Good coverage of the processes of interpersonal communication, conversational skills (including handling difficult conversations), nonverbal communication, teamwork, meetings, and collaborative writing.

No listings in the index for conflict resolution or negotiation, although the coverage of difficult conversations touches on these subjects.

## Mobile communication

Just as Bovée and Thill pioneered coverage of the social media revolution, they now lead the market with up-to-the-minute coverage of mobile business communication. And as with social media, the changes brought about by mobile run far deeper than the technology itself. Successful communication on mobile devices requires a new approach to planning, writing, and designing messages; see page 3 for mobile coverage.

This coverage is complemented with review and analysis questions on mobile topics, including communication cases that require students to craft messages for mobile devices, more than 30 figures that showcase mobile communication, and highlights of 45 communication-related mobile apps that students can use now and on the job.

Addresses positive habits for phone conversations and tips for successful text messaging, but the index doesn't indicate any other coverage of writing or designing messages for mobile users.

## Presentations

Comparisons of structured (template-based) vs. free-form (visual/story-driven) slide designs, and linear (e.g., PowerPoint) vs. nonlinear (e.g., Prezi) organizations

Advice on using a key visual to design slides in ways that avoid the mind-numbing effect of text-heavy slides, with multiple examples using actual PowerPoint features

Practical advice on using presentation software to create visual reports

More than two dozen example slides (real PowerPoint slides) showing various ways to present textual and graphical content

No comparison of structured vs. free-form slide design

No examples of using key visuals to design slides

Good examples of before/after slide design, and the latest edition adds some visually oriented slides to balance the number of text-heavy slides.

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<b>Business uses of storytelling</b>	Presents storytelling as one of the fundamental ways to organize all types of messages, along with a special feature on writing the “story of you” as a way to visualize a career arc and prepare for the job search process.	Effective coverage of storytelling in the presentations chapter, but it appears to be limited to that application.
<b>Microblogging (Twitter)</b>	Microblogging is now a mainstream business medium, and writing restricted-length messages is great practice for students. Coverage includes dedicated section on microblogging with tips for effective business tweets, along with numerous examples, questions, and cases.	Mentions Twitter and microblogging in a couple of places but doesn’t appear to offer any specific skills guidance or practice opportunities for microblogging.
<b>Intelligent communication technology</b>	To prepare students for the artificial-intelligence (AI) systems they are likely to encounter during their job searches and in the workplace, a new four-page visual feature, “Empowering Communicators with Intelligent Communication Technology,” shows more than a dozen communication uses of AI and eight new highlight boxes look at innovations ranging from augmented writing tools to résumé bots	Three Technology Tips highlight boxes featuring AI tools for analyzing writing tone, speaker rapport, and debate performance.
<b>Communication cases</b>	In addition to review, analysis, and skills practice activities in every chapter, <i>Excellence in Business Communication</i> offers nearly 140 original-writing cases associated with the chapters on digital and social media, brief message types, reports, proposals, and employment communication.	Application Exercises provide approximately 80 writing projects that are roughly equivalent to the Cases in <i>Excellence in Business Communication</i> (meaning they require students to create a new message, document, or presentation, not just answer questions about a case scenario or revise an existing message).
<b>Free multimedia resources</b>	“Learn More” media items connect students with dozens of online media items, including infographics, videos, presentations, podcasts, and articles that provide examples and insights from successful professionals to reinforce learning and extend the chapter material.	Nothing comparable.
<b>Instructor and student resources and support options</b>	<p><a href="#">Business Communication Headline News</a>          Delivers curated ideas and examples, archived by subject. Currently more than 3,000 posts.</p> <p><a href="#">Real-Time Updates</a>          Weekly multimedia content updates tied to specific business communication topics; instructors and students can subscribe chapter-by-chapter. Currently more than 6,000 posts that have attracted 2 million pageviews.</p> <p><a href="#">Bovee &amp; Thill’s Business Communication Blog</a>          with teaching tips and techniques, many with slides for classroom use.</p> <p>Instructor communities on <a href="#">Facebook</a> and <a href="#">LinkedIn</a></p> <p><a href="#">Online magazines on Scoop.it</a></p> <p><a href="#">Business Communication Web Search</a></p>	The book’s preface doesn’t appear to mention anything comparable to these resources.

Quick Reference Guide to Leading-Edge Coverage  
in *Excellence in Business Communication*, 13th Edition

**Coverage of Digital, Social, and Mobile Media  
and Intelligent Communication Technology**

(Many of these topics are integrated throughout the text.  
These page numbers are the primary coverage locations;  
please consult the subject index for more details.)

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AI-assisted recruiting and job interviews	529
Augmented writing apps	171
Backchannel in presentations	469
Benefits and challenges of communication technology	15
Blind auditions in job interviews	534
Blogging	236
Business messaging (IM, text messaging, workgroup messaging)	233
Collaboration technologies	75
Communication bots	77, 234
Community Q&A websites	224
Compositional modes for digital media	220
Content curation	223
Data visualization	408
Digital channels for business communication	219
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Linear versus nonlinear presentations	449
LinkedIn profiles	507
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Mobile business communication	16
Mobile devices in presentations	462
Mobile device etiquette	89
Mobile media, challenges of using	136
Mobile media, writing messages for	177
Mobile media, designing messages for	204
Online etiquette	87
Online research	368
Persuasive messages for social media	338
Persuasive messages for mobile devices	339
Podcasting	242
Presentation slides	456
Real-time translation	117
Résumé bots	497
Social communication model	14
Social networking in business, overview	223
Social networking, communication strategies	225
Social networking, recommendation requests	303
Storytelling using AI	147
Text mining	368
User-generated content	223
Virtual meetings	83
Virtual teamwork	72
Web writing	375, 401
Wikis	402
Workgroup communication systems	16

**Figures and Model Documents Highlighting the  
Use of Digital, Social, and Mobile Media and  
Intelligent Communication Technology**

(Not including email or presentation slides)

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Unethical Communication	1.9	25
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Capturing Key Decisions and Discoveries from a Meeting	3.8	83
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Mobile Language Tools	4.3	111
Using Audience Analysis to Plan a Message	5.2	130
Media and Channel Choices	5.4	137
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Business Applications of Blogging	8.6	238
Business Applications of Microblogging	8.7	241
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Announcing Good News	9.6	270
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Appealing to Audience Needs	11.1	324
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