Business Communication Text Comparison

	Bovée/Thill *Business Communication Today* 15e	Guffey/Loewy *Business Communication: Process & Product* 10e
Contemporary media skills	**Media and channel choices** Comprehensive review of media and channel choices, with detailed advice for students regarding the pros and cons of each combination of medium and channel	Emphasizes the importance of media/channel choices and offers a list of criteria to consider but doesn't contrast the strengths and weaknesses of each option (Figure 1.9 mentions a key application for each of ten channels)
	Writing for mobile audiences Extensive hands-on advice throughout, including writing and designing messages for mobile devices and integrating mobile devices in presentations; more than 40 mobile screenshots and model documents; review and analysis questions on mobile topics plus communication cases that require students to craft messages for mobile devices	Discusses the growth and pervasiveness of mobile communication in business and makes numerous references to the mobile workplace but offers little guidance on the challenges of writing and designing messages for mobile audiences
	Skills-based coverage of social networking with managerial insights With an entire chapter devoted to social media, offers comprehensive insights and advice for using and managing social media, including the nine compositional modes for digital and social media, establishing a social media strategy, developing social media content, and managing the organizational challenges of social media; this skills-based focus is supported by more than a dozen social media figures and a dozen social networking writing projects (cases)	Good coverage of how companies use various social platforms, including enterprise social networking, risk management (including dos and don'ts for posting content), and privacy/security issues, but other than blogging offers less hands-on writing advice for students and far fewer social media examples for students to learn from
	Email Offers detailed advice on crafting compelling email subject lines and practical, up-to-date advice on using emojis in email and other digital media	Solid coverage of email in general, but offers significantly less coverage of the all-important email subject line and limited advice for using emojis
	Wikis Dedicated section on collaborative writing on wikis explains why wikis require a different writing mindset and offers tips for becoming a valued wiki contributor	Mentions usage of wikis but doesn't appear to offer any advice on using them
	Visual media A dedicated chapter on visual media covers standard tables, charts, and infographics as well as visual design principles, visual symbolism, and video production	Section within one of the report writing chapters covers standard tables, charts, and infographics
	Presentations With separate chapters on planning presentations and developing supporting visuals, offers in-depth advice on design elements, structured versus free-form slides and linear (conventional slides) vs. nonlinear (Prezi style) presentations, embracing the backchannel, and making team presentations 32 slide examples show a variety of design choices, including using a key visual to design slides that show linear and circular process models, matrices, hierarchies, and other visual frameworks	Good overview of the tools available today and the process for developing a multimedia presentation, but offers less hands-on advice and fewer examples of design options and tactics for students to study

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Intelligent communication technology	To prepare students for the artificial-intelligence (AI) systems they are likely to encounter during their job searches and in the workplace, a 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	Nothing comparable, but briefly mentions some of the AI tools emerging in the workplace and mentions AI in the recruiting process
Authentic personal branding	Step-by-step advice on writing "the story of you" to help students take stock of their life progress and goals, compiling a skills and attributes inventory, distilling that inventory into a public profile, and summarizing their professional value with an authentic personal brand statement. Includes advice for students who resist the idea of branding themselves and tips for putting one's brand promise to work.	Less-extensive coverage focuses on creating a tagline, elevator pitch, and business card.
Before/after model documents	Nearly 100 annotated model documents with 19 annotated before/after pairs that demonstrate step-by-step how each ineffective model can be improved	61 annotated model documents with 8 before/after pairs
Storytelling/ narrative technique	Today's businesses recognize the power of storytelling; the 15th Edition teaches narrative technique as a way to organize documents, presentations, and even career planning	Mentions storytelling as an effective tool for blogs and presentations, but other than the STAR technique for answering job interview questions, doesn't appear to offer any advice on how to structure an effective narrative arc in a business context
Résumés	Model résumés based on real-life job openings, showing students how to respond to important clues in job descriptions, how to incorporate key words, and how to adapt résumé content to different opportunities as one's career progresses	Nothing comparable
Five-Minute Guides	In addition to regular in-chapter checklists, these quick-read summaries at the end of most chapters serve as handy reminders of the steps needed to accomplish a variety of fundamental communication tasks, from resolving workplace conflict to writing business email to planning reports and presentations	In-chapter checklists only
Instructor resources and support options	• Sponsored instructor communities on LinkedIn and Facebook with more than five thousand members • Tips, techniques, and insights in *Bovée and Thill's Business Communication Blog* and Twitter feed • The Bovée & Thill channel on YouTube • Videos and PowerPoint presentations on SlideShare • Hundreds of infographics, videos, articles, podcasts, and PowerPoints on the Business Communication Pictorial Gallery on Pinterest • The Ultimate Guide to Resources for Teaching Business Communication • Eleven curated magazines for business communication on Scoop.it Links to all these services and resources can be found at blog.businesscommunicationnetwork.com/resources	Author blog site, BizComBuzz, with original material including discussion points, featured articles, business communication news items, case studies, and classroom exercises

Quick Reference Guide to Leading-Edge Coverage
in *Business Communication Today*, 15th Edition

Coverage of Contemporary Business Media and Intelligent Communication Technology

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

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Figures and Model Documents Highlighting the Use of Contemporary Business Media and Intelligent Communication Technology

(Not including email or presentation slides)