



# 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

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

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

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<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 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
<b>Authentic personal branding</b>	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.
<b>Before/after model documents</b>	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
<b>Storytelling/narrative technique</b>	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
<b>Résumés</b>	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
<b>Five-Minute Guides</b>	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
<b>Instructor resources and support options</b>	<ul style="list-style-type: none"> <li>• Sponsored instructor communities on LinkedIn and Facebook with more than five thousand members</li> <li>• Tips, techniques, and insights in <i>Bovée and Thill's Business Communication Blog</i> and Twitter feed</li> <li>• The Bovée &amp; Thill channel on YouTube</li> <li>• Videos and PowerPoint presentations on SlideShare</li> <li>• Hundreds of infographics, videos, articles, podcasts, and PowerPoints on the Business Communication Pictorial Gallery on Pinterest</li> <li>• The Ultimate Guide to Resources for Teaching Business Communication</li> <li>• Eleven curated magazines for business communication on Scoop.it</li> </ul> <p>Links to all these services and resources can be found at <a href="http://blog.businesscommunicationnetwork.com/resources">blog.businesscommunicationnetwork.com/resources</a></p>	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 text for more details.)

Topic	Page
AI-assisted recruiting and job interviews	559
Augmented writing apps	143
Backchannel in presentations	483
Benefits and challenges of communication technology	16
Blind auditions in job interviews	564
Blogging	230
Business messaging (IM, text messaging, workgroup messaging)	200
Collaboration technologies	43
Communication bots	21
Community Q&A websites	228
Compositional modes for digital media	191
Content curation	229
Data visualization	261
Digital channels for business communication	107
Email	195
Emojis in digital media	194
Infographics	264
Intelligent communication technology (overview)	19
Interview media	562
Linear versus nonlinear presentations	469
LinkedIn profiles	540
Microblogging (Twitter)	234
Mobile business communication (overview)	17
Mobile device etiquette	64
Mobile devices in presentations	504
Mobile media, challenges of using	110
Mobile media, writing messages for	149
Mobile media, designing messages for	174
Online etiquette	63
Online research	378
Persuasive messages for social media	358
Persuasive messages for mobile devices	359
Podcasting	205
Presentation slides	493
Real-time translation	91
Résumé bots	530
Social communication model	15
Social media content development	222
Social media for internal communication	216
Social media, managerial challenges	227
Social media strategy	220
Social networking in business (overview)	227
Social networking content strategies	228
Storytelling using AI	120
Text mining	385
User-generated content	230
Virtual meetings	51
Virtual teamwork	40
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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)

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Affective computing	(photo)	3
The Social Communication Model	1.7	15
Mobile Communication Tools	1.8	18
Empowering Communicators with Intelligent Communication Technology (with 15 figures/photos)	Feature	20
Unethical Communication	1.9	26
Ethical Communication	1.10	27
Shared Online Workspaces	2.2	44
Social Intranets	2.3	44
Capturing Key Decisions and Discoveries from a Meeting	2.8	51
Virtual Meetings	2.9	52
Mobile Language Tools	3.3	85
Using Audience Analysis to Plan a Message	4.2	103
Media and Channel Choices	4.4	109
Business Communicators Innovating with Mobile (with 9 figures/photos)	Feature	112
Mind Mapping	4.5	115
Fostering a Positive Relationship with an Audience	5.1	131
Building Credibility	5.2	135
Choosing Powerful Words	5.3	140
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Designing Messages for Mobile Devices	6.6	176
Compositional Modes: Summaries	7.1	192
Compositional Modes: Tutorials and FAQs	7.2	193
Business Communicators Innovating with Social Media (with 8 figures/photos)	Feature	218
Workgroup Messaging	7.4	201
Visual Elements in Social Media Posts	8.3	225
Business Text Messaging	7.5	202
Internal Social Networking	8.1	217
Developing Original Material for Social Media	8.4	229
Business Applications of Blogging	8.5	232
Business Applications of Microblogging	8.6	235
Podcasting Tools	7.8	206
Wikis for Business Communication	8.7	237
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Appealing to Audience Needs	12.1	345
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Data Visualization	9.11	262
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Visual Reports Using Presentation Software	17.5	503
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