



Business Communication Text Comparison

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

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

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

More than 30 mobile screenshots and model documents; review and analysis questions on mobile topics plus communication cases that require students to craft messages for mobile devices

Business applications of social media and social networking

Skills-based approach with comprehensive insights and advice for using social media, including the nine compositional modes for writing digital and social media content and communication strategies business social networking, including tips for developing original content, curating and sharing content, and participating in online conversations.

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; other than blogging, offers less hands-on writing advice for students and far fewer social media examples for students to learn from

Social media coverage supported by more than a dozen social media figures and a dozen social media cases

Email

Offers detailed advice on crafting compelling email subject lines and practical, up-to-date advice on using emojis in 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

Presentations

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 fewer examples of design options and tactics for students to study

27 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

Interpersonal communication

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

Roughly comparable coverage of listening, nonverbal communication, meetings, teamwork, and etiquette; significantly less coverage of conflict resolution and appears not to address conversational skills (apart from listening) or negotiation (other than negotiating salary, covered in the interviewing chapter).

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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 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	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	20 annotated before/after pairs that show students specific ways to improve messages and documents.	8 before/after pairs
Storytelling/narrative technique	Today's businesses recognize the power of storytelling; the 13th 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 and student resources and support options	<ul style="list-style-type: none"> • Sponsored instructor communities on LinkedIn and Facebook with more than five thousand members • Tips, techniques, and insights in <i>Bovée and Thill's Business Communication Blog</i> 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 <p>Links to all these services and resources can be found at blog.businesscommunicationnetwork.com/resources</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 *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 list the primary coverage in the print
edition; in the eText, please use the search function.)

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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
Email	229
Emojis in digital media	221
Infographics	411
Intelligent communication technology (overview)	18
Interview media	531
Linear versus nonlinear presentations	449
LinkedIn profiles	507
Microblogging (Twitter)	240
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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Fostering a Positive Relationship with an Audience	6.1	158
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Readability in Digital Communication	7.3	200
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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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Writing and Designing for the Web	13.2	402
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