



Business Communication Text Comparison

Bovée/Thill
Business Communication Today 15e

Rentz/Lentz
Business Communication: A Problem-Solving Approach 2e

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

Indicates that channel choice is important but doesn't appear to offer much advice on how to choose media/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

Covers text messaging, but the index doesn't indicate any advice on crafting effective written messages such as email for mobile readers; "Considering Design Options for Online Text" mentions the challenge of viewing websites on small mobile screens

Social media

Insights and advice for using and managing social media across the full range of business communication applications, including internal communication and customer service; addresses 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)

Coverage focuses on using popular social media platforms for marketing communication

Business messaging (including IM, text messaging)

Workgroup messaging systems such as Slack are replacing email for millions of professionals; the 15th Edition offers in-depth advice for using this important channel

Solid advice on text messaging and instant messaging, but other than a couple of incidental mentions, no coverage of workgroup messaging systems such as Slack

Email

As part of its comprehensive coverage of email skills, devotes an entire section (The Subject Line: Persuading People to Open Your Messages) to the important topic of crafting compelling subject lines

Good overview of email elements, levels of formality, and etiquette, but only cursory mention of the all-important email subject line

Podcasting

Solid overview of this growing business format, along with multiple activities and cases for students to develop writing and recording skills

No advice on podcasting

Presentation visuals

With an entire chapter on presentation visuals, offers in-depth discussion of design principles, linear (e.g., PowerPoint) vs. nonlinear (e.g., Prezi) organizational models, structured vs. free-form slides, tips on using digital media *backchannels*, and numerous attractive sample slides

Good basic tips on slide design, but far less coverage of visuals in general and very few examples for students to learn from

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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	One highlight box that discusses the possibility of AI taking jobs from humans
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	The job search chapter outlines a process for developing a personal elevator pitch for job interviews
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	26 Annotated Example features plus 8 annotated model documents in the employment communication chapter
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	Discusses the popularity of social media stories but 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	Nothing comparable
LinkedIn profiles	Three pages of detailed advice and examples for creating a compelling profile	One highlight box and an example profile
Employment interviews	Roughly four times as much coverage of interviewing, with in-depth descriptions of the interview process and practical advice for succeeding with phone, video, and AI-enabled interviews	Concise overview of the job interview process, but lacks the depth and breadth of coverage that BCT offers
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>	The Preface doesn't indicate any comparable resources

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.)

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Social networking in business (overview)	227
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(Not including email or presentation slides)

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