



Business Communication Text Comparison

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

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

Contemporary media skills

Media and channel choices

Comprehensive review of media and channel choices, with 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 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

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 writing digital/social media content and communication strategies for business social networking; 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 13th 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

Presentations

In-depth discussion of linear (e.g., PowerPoint) vs. nonlinear (e.g., Prezi) organizational models, advice on choosing 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

Interpersonal communication

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

Addresses the same set of topics, with comparable coverage of nonverbal communication and collaborative writing but less coverage of the other six areas.

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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	Students often hear they should develop a personal brand, but the process can seem confusing or artificial; the 13th Edition presents step-by-step advice for crafting and using an authentic personal brand statement	The job search chapter outlines a process for developing a personal elevator pitch for job interviews
Model documents	More than 70 annotated model documents; 20 annotated before/after pairs that show students specific ways to improve messages and documents.	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 13th 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	Two pages of detailed advice 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 EBC 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 *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.)

Topic	Page
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)

Title	Number	Page
Affective computing (photo)		2
The Social Communication Model	1.7	14
Mobile Communication Tools	1.8	17
Empowering Communicators with Intelligent Communication Technology	Feature	20
Unethical Communication	1.9	25
Ethical Communication	1.10	26
Shared Online Workspaces	3.3	76
Social Intranets	3.4	76
Capturing Key Decisions and Discoveries from a Meeting	3.8	83
Virtual Meetings	3.9	84
Mobile Language Tools	4.3	111
Using Audience Analysis to Plan a Message	5.2	130
Media and Channel Choices	5.4	137
Business Communicators Innovating with Mobile	Feature	138
Mind Mapping	5.5	142
Fostering a Positive Relationship with an Audience	6.1	158
Building Credibility	6.2	162
Choosing Powerful Words	6.3	168
Writing for Mobile Devices	6.5	178
Readability in Digital Communication	7.3	200
Designing Messages for Mobile Devices	7.6	205
Compositional Modes: Summaries	8.1	221
Compositional Modes: Tutorials and FAQs	8.2	222
Business Communicators Innovating with Social Media	Feature	226
Workgroup Messaging	8.4	235
Business Text Messaging	8.5	235
Business Applications of Blogging	8.6	238
Business Applications of Microblogging	8.7	241
Podcasting Tools	8.8	243
Announcing Good News	9.6	270
Internal Message Providing Bad News About Company Operations	10.6	300
Appealing to Audience Needs	11.1	324
Promotional Messages in Social Media	11.6	339
Dashboards	12.3	359
Organizing Website Content	12.8	375
Writing and Designing for the Web	13.2	402
Data Visualization	13.9	410
Infographics	13.11	412
Visual Displays on Mobile Devices	13.12	414
Nonlinear Presentations	14.2	450
Visual Reports Using Presentation Software	14.8	463
Using Mobile Devices in Presentations	14.9	463
Mobile Job Search Tools	15.2	489
Quick Tips for a Compelling LinkedIn Profile	15.7	508
Effective LinkedIn Profile	15.8	509
Job Task Simulations	16.4	532
Interview Simulators	16.5	539