

Does Your Business Communication Textbook Deliver the Skills and Insights Needed for a Vastly Changed Business Environment?

The Three Essential Topics That Today's Business Communication Course Must Address

Society's Evolving Expectations for Business Communication

The past few years have seen a long-overdue reckoning with bias and exclusionary practices in the workplace, and many businesses are focusing on embracing and supporting the full spectrum of society. Business communication plays a central role in this, and the 14th edition of *Excellence in Business Communication* puts particular emphasis on helping students develop inclusive communication skills. In addition, the text was thoroughly revised to reflect the faces and voices of today's stakeholder communities.

Contemporary Communication Practices and Employer Expectations

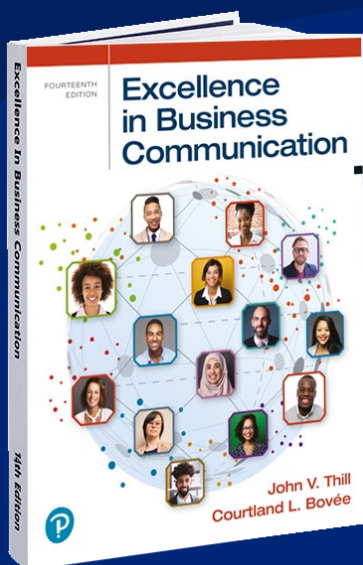
The COVID-19 pandemic accelerated the shift to remote work, and virtual and hybrid work is now the norm for many employees. The 14th edition prepares students with new coverage of online meetings, online collaboration, video fatigue, and etiquette in the virtual workplace.

Communication practices and writing conventions continue to evolve in other ways as well, including the increasing use of the singular *they* to eliminate exclusionary or awkward phrasing, the mainstream adoption of emojis in workplace communication, and the decline of courtesy titles in written messages.

The Latest Advances in Communication Tools and Technologies

The ChatGPT writing tool that is causing a stir in business and academia is more evidence of the pervasive role of technology in modern business communication. These tools have profound ethical, legal, and practical implications for communication professionals.

Excellence in Business Communication has been tracking the rise of AI and other digital tools for years and continues to lead the market with coverage of disruptive and innovative technologies, from social media listening tools to deepfake videos.



Excellence in Business Communication 14e

Seven new On the Job vignette/simulations featuring professional role models

More than 70 new images and nearly 50 rebuilt or revised figures

More than 350 new citations reflect up-to-date coverage of inclusive communication, innovative technology, and contemporary business practices

Grammar and usage exercises greatly expanded to help students who can benefit from additional practice with writing and editing fundamentals

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