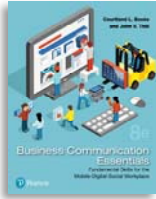


Finding the Perfect Fit: Which Bovée & Thill Text Is Right for Your Class?



Business Communication Essentials

14 chapters; paperback
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Real-life examples	Real company examples	•	•	•
	Real company vignettes		•	•
	Real company simulations		•	
Special features	Annotated model documents	•	•	•
	Highlight boxes		•	•
Topic coverage	<i>Future of Communication</i> , highlighting innovations in technology and practice	•		•
	Full integration of mobile business communication practices	•	•	•
	Full integration of digital and social media skills, including model documents and student activities	•	•	•
	Combined digital and social media chapter	•	•	
	Separate chapters on digital media and social media			•
	Communicating with diverse, global audiences	•	•	•
	Communication ethics	•	•	•
	Business etiquette	•	•	•
	Dedicated chapter on research			•
	Dedicated chapter on visual media, including business video			•
	Dedicated chapter on presentation visuals			•
Learning and reinforcement features	Handbook of Grammar, Mechanics, and Usage	•	•	•
	Learning objectives reinforcement	Summary of Learning Objectives (in quick-read bullet format)	Learning Objectives Checkup (multiple-choice quiz)	Summary of Learning Objectives
		Self-assessment, workplace applications, document critique	Improve Your Grammar, Mechanics, and Usage	
	Grammar and language skills	Peak Performance grammar, mechanics, and spelling (online)	Peak Performance grammar, mechanics, and spelling (online)	Peak Performance grammar, mechanics, and spelling (online)
	Test Your Knowledge questions	•		•
	Apply Your Knowledge questions	•	•	•
	Practice Your Skills projects	•	•	•
	Cases	•	•	•
	Team exercises	•	•	•