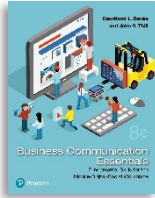


Three Choices to Match the Diverse Needs of Today's Communication Courses



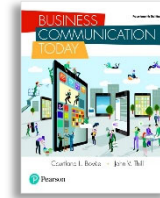
Business Communication Essentials

14 chapters; paperback
Best choice for shorter courses and courses that emphasize writing fundamentals; features an integrated English skills workbook



Excellence in Business Communication

16 chapters; paperback
Best choice for courses that balance written and oral communication; features new expanded coverage of interpersonal communication



Business Communication Today

19 chapters; hardcover
Best choice for full-spectrum courses that go beyond the traditional core of business writing and public speaking; expanded coverage of media skills

| | | | | |
|-------------------------------------|---|--|--|--|
| Real-life examples | Real company examples | • | • | • |
| | Real company vignettes | | • | • |
| | Real company simulations | | • | |
| Special features | Annotated model documents | • | • | • |
| | Highlight boxes | | • | • |
| Topic coverage | Coverage of emerging technologies that are reshaping communication | The Future of Communication sections | Intelligent Communication Technology boxes | The Future of Communication boxes |
| | 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 |
| | Grammar and language skills | Self-assessment, workplace applications, document critique Peak Performance grammar, mechanics, and spelling (online) | Improve Your Grammar, Mechanics, and Usage 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 | • | • | • |



Business Communication Today 8e (BCE)
Excellence in Business Communication 13e (EBC)
Business Communication Today 14e (BCT)

1 Three Decades of Market-Leading Innovation

For more than 30 years, Bovée & Thill have consistently led the way with every major revolution in business communication, starting with the shift from print to digital, followed by the growth of social media, the rise of mobile communication, and now the emergence of artificial intelligence.

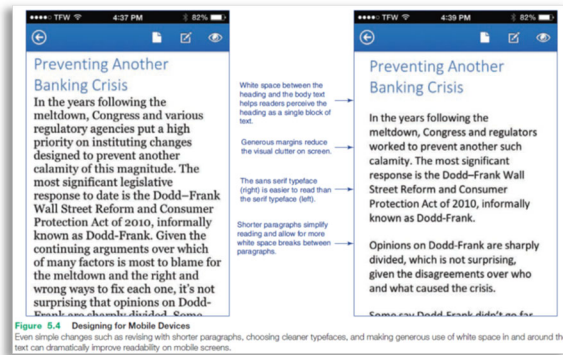
Much of this coverage has necessarily focused on technology, but Bovée & Thill take the wide view of how employer expectations and contemporary practices continue to evolve. This embraces developments ranging from ethics and etiquette to the shift toward a more casual tone in workplace writing.

Here are just a few examples of how Bovée & Thill prepare your students for the expectations of the contemporary workplace. (Note that these are selected pages only; you'll find many more in the index of each book.)

Mobile Communication Skills

The mobile revolution in business communication
BCE 12–14, 72, 74–75; EBC 16–17, 136–140; BCT 16–19, 108–111
Business Communicators Innovating with Mobile
BCE 74–75; EBC 138–139; BCT 110–111

Writing and designing messages for mobile devices
BCE 103–105, 124–125; EBC 177–178, 204–205; BCT 144–146, 168

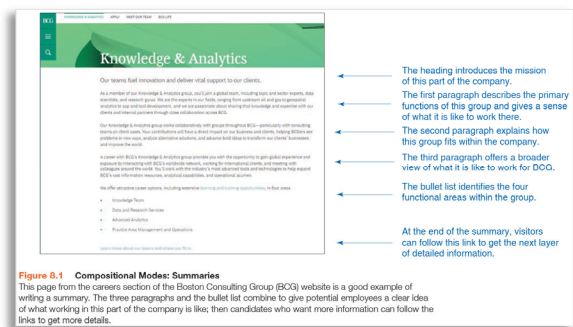


Emerging Communication Technologies

Powerful Tools for Communicating Effectively
BCE 24–27; BCT 22–25
Empowering Communicators with Intelligent Communication Technology
EBC 20–23
Future of Communication highlights
BCE 28, 53, 104, 157, 181, 210, 267; BCT 14, 82, 164, 213, 278, 343
Intelligent Communication Technology highlights
EBC 18, 77, 117, 147, 171, 234, 368, 529

Digital and Social Media Skills

Business Communicators Innovating with Social Media
BCE 144–145; EBC 226–227; BCT 210–211
 Social networking skills
BCE 137–143; EBC 223–228, 236–241; BCT 206–214
 Blogging and microblogging (Twitter) skills
BCE 150–155; EBC 236–241; BCT 214–220
 Business messaging (including IM, text messaging, workgroup messaging)
BCE 148–150; EBC 233–236; BCT 190–192
 Compositional modes for digital and social media
BCE 136–137; EBC 220–221; BCT 183–185



Employer Expectations in the Contemporary Workplace

Storytelling as a business communication strategy
BCE 63–64, 79–81; EBC 126–127, 145–148; BCT 97–98, 117–119
 Business etiquette using mobile devices
BCE 52; EBC 89; BCT 60
 Emoticons and emojis in professional communication
BCE 157; EBC 221–223; BCT 188

2 Time-Tested Approach with Practical Skills Focus

Success on the job depends on the ability to write effectively and efficiently. Bovée & Thill texts offer clear guidance with a proven three-step writing process that reduces uncertainty, frustration, and rework. The process is uniformly applied throughout the book and reinforced with multiple document types, from brief digital messages to reports, résumés, and presentations.
BCE 64, 170, 233, 368; EBC 128, 260, 295, 335; BCT 98, 251, 341, 461

| 1 Plan | 2 Write | 3 Complete |
|--|--|---|
| Analyze the Situation Define your purpose and develop an audience profile. Gather Information Determine audience needs and obtain the information necessary to satisfy those needs. Choose Medium and Channel Identify the best combination for the situation, message, and audience. Organize the Information Define your main idea, limit your scope, select the direct or indirect approach, and outline your content. | Adapt to Your Audience Be sensitive to audience needs by using a "you" attitude, politeness, positive emphasis, and unbiased language. Build a strong relationship with your audience by establishing your credibility and projecting your company's preferred image. Control your style with a conversational tone, plain English, and appropriate voice. Compose the Message Choose strong words that will help you create effective sentences and coherent paragraphs. | Revise the Message Evaluate content and review readability; edit and rewrite for conciseness and clarity. Produce the Message Use effective design elements and suitable layout for a clean, professional appearance. Proofread the Message Review for errors in layout, spelling, and mechanics. Distribute the Message Deliver your message using the chosen channel; make sure all documents and all relevant files are distributed successfully. |

These core writing skills are expanded with practical advice on communication topics that today's employers view as critical, including collaboration, ethics and etiquette, diversity and inclusion, and the productive use of technology.

To address the wide diversity of student needs regarding grammar and language skills, the three books in the Bovée & Thill series offer a range of learning activities and reinforcement.

- BCE** Improve Your Grammar, Mechanics, and Usage 33, 58, 85, 131
- EBC** Improve Your Grammar, Mechanics, and Usage 34, 62, 94, 122
- BCT** language exercises, such as 149–151, 174–177

3 An Unmatched Array of Instructional Support Resources

Bovée & Thill textbooks are backed by an unmatched selection of resources for instructors and students, many of which were pioneered by the authors and remain unique in the field. All these resources are free to instructors and students, and many are available exclusively to Bovée & Thill adopters:

- Unique QuickSwitch textbook migration system to simplify the transition to a Bovée & Thill text
- Exclusive instructor communities on LinkedIn and Facebook
- The unique Real-Time Updates content updating service
- Business Communication Headline news
- Bovée & Thill's Business Communication Blog
- Videos and presentations on SlideShare
- Hundreds of media items on Pinterest
- Curated online magazines on Scoop.it
- The Bovée & Thill channel on YouTube

Bovée & Thill's Business Communication Channel, from the authors of the leading textbooks in the field

Bovée and Thill Business Communication Videos

Change Business Communication Textbooks Quickly and Easily with QuickSwitch

QuickSwitch makes it easy to identify the best Bovée & Thill textbook for your business communication course and then quickly build your syllabus and lesson plans with our exclusive system. For more details, watch this brief video.

The system works in three stages:

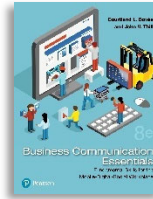
1. **Selection Advice and Transition Guides:** The three books in the Bovée & Thill series cover a wide range of course needs. Use our other resources, *Transition Guides*, to help you find the right book for your course needs. After you've decided which book to use, the *Transition Guide* provides detailed information to help you move to your chosen book, including **aligned mapping** that shows how the basic, all content of your current text maps to the Bovée & Thill book, **aligned content mapping** that shows where to find comparable content sections from your current book in the Bovée & Thill book, a **terminology translator** that explains any

Visit blog.businesscommunicationnetwork.com/resources to explore all the resources available to you and your students.

Pearson MyLab Business Communication

The optional Pearson MyLab system is the teaching and learning platform that empowers you to reach every student. By combining trusted author content with digital tools and a flexible platform, MyLab personalizes the learning experience and will help your students learn and retain key course concepts while developing skills that future employers are seeking in their candidates.

Which Bovée & Thill Text Is Right for You?

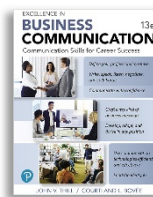


Business Communication Essentials, 8e

Best choice for shorter courses and courses that emphasize writing fundamentals

Key features:

- Concise, 14-chapter organization
- Entry-level focus but also ideal for shorter school terms
- Most-comprehensive set of learning activities and reinforcement for language and grammar
- Integrated English skills workbook, with grammar, mechanics, and spelling assessments that students can grade themselves
- Redesigned Learning Objectives: Check Your Progress feature to simplify chapter review and test preparation

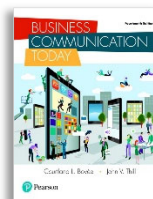


Excellence in Business Communication, 13e

Best choice for courses that balance written and oral communication

Key features:

- 16 chapters
- New, expanded coverage of interpersonal communication, with two chapters devoted to listening, nonverbal communication, conversation, conflict resolution, negotiation, collaboration, meetings, and etiquette
- Breakthrough coverage of *intelligent communication technology*, highlighting the growing influence of artificial intelligence in business communication
- New Build Your Career activity encourages students to develop their job-search packages throughout the course
- New Five-Minute Guides summarize the essential tasks for completing a variety of communication tasks



Business Communication Today, 14e

Best choice for courses that go beyond the traditional core of business writing and public speaking

Key features:

- 19 chapters
- Unparalleled coverage of contemporary media skills, including business video
- Separate chapters devoted to conventional digital media and social media
- Entire chapter devoted to visual communication
- Chapter devoted to communication-related research