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

<table>
<thead>
<tr>
<th></th>
<th>Business Communication Essentials</th>
<th>Excellence in Business Communication</th>
<th>Business Communication Today</th>
</tr>
</thead>
<tbody>
<tr>
<td>14 chapters; paperback</td>
<td>Best choice for shorter courses and courses that emphasize writing fundamentals; features an integrated English skills workbook</td>
<td>Best choice for courses that balance written and oral communication; features new expanded coverage of interpersonal communication</td>
<td>Best choice for full-spectrum courses that go beyond the traditional core of business writing and public speaking; expanded coverage of media skills</td>
</tr>
</tbody>
</table>

## 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 objectives reinforcement features
- Handbook of Grammar, Mechanics, and Usage
- 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)

## Learning and reinforcement features
- Test Your Knowledge questions
- Apply Your Knowledge questions
- Practice Your Skills projects
- Cases
- Team exercises

Learn more at blog.businesscommunicationnetwork.com
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**
*BCE* 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**
*BCE* 18, 77, 117, 147, 171, 234, 368, 529

**Employer Expectations in the Contemporary Workplace**

**Storytelling as a business communication strategy**

**Business etiquette using mobile devices**
*BCE* 52; *EBC* 89; *BCT* 60

**Emoticons and emojis in professional communication**
*BCE* 157; *EBC* 221–223; *BCT* 188

**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
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

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

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

Learn more at blog.businesscommunicationnetwork.com