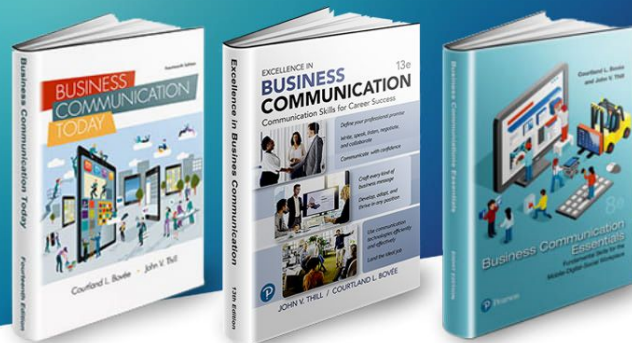


BOVÉE AND THILL

Why Bovée and Thill Business Communication Textbooks Set the Standard by Which Other Textbooks Are Judged

Bovée and Thill textbooks are more current and vital than ever. Because technology now plays a central role in business communication, their texts build on more than 30 years of success with extensive revisions that integrate every form of technology that students will be expected to use on the job. Here are the **six major reasons** that Bovée and Thill textbooks continue to set the standard by which other textbooks are judged.



Bovée and Thill's three business communication textbooks, published in numerous languages, are the leaders throughout the world.

Six Major Reasons

- **Market-leading innovation.** For more than three decades, Bovée and Thill texts have pioneered coverage of emerging trends and their implications for business communication, from the earliest days of digital communication via email and instant messaging through multiple generations, generations, social media, mobile communication, and now to the profound changes that artificial intelligence is bringing to the business communication world.
- **Up-to-date coverage that reflects today's business communication practices and employer expectations.** Technological advances, globalization, shifts in employment models, and other forces have dramatically changed the practice of business communication in recent years, even to the point of altering how people read and how messages should be constructed. To prepare students for today's workplace, the business communication course needs to address these contemporary skills, issues, and concepts. You can count on Bovée and Thill to provide you and your students with up-to-date coverage and materials.
- **Practical advice informed by deep experience.** Beyond the research and presentation of new ideas and tools, Bovée and Thill are among the most active and widely followed users of social media in the entire field of business communication. They don't just write about new concepts; they have years of hands-on experience with blogging, content curation, search technologies, and other important tools. They are active participants in more than two dozen social media websites.
- **Engaging coverage of real companies and contemporary issues in business communication.** From chapter-opening vignettes to model documents to student activities, Bovée and Thill texts emphasize companies and issues that students already know about or are likely to find intriguing. For example, cases in recent editions have addressed the challenges of communicating with mobile audiences, employer restrictions on social media, and the use of Twitter in the job search process.
- **Integrated learning.** In sharp contrast to texts that tack on coverage of social media and other new topics, Bovée and Thill continually revise their coverage in order to fully integrate the skills and issues that are important in today's workplace. This integration is carried through chapter-opening vignettes, chapter content, model documents, end-of-chapter questions, communication cases, and test banks to make sure students practice the skills they'll need, not just read about them in some anecdotal fashion.
- **Added value with unique, free resources for instructors and students.** From the ground-breaking Real-Time Updates, Bovée and Thill's Business Communication Blog, ten Bovée and Thill Online Business Communication Magazines, Business Communication Headline News, Bovée and Thill's Web Search, Bovée and Thill's Business Communication Video Channel on YouTube, to the Teaching Business Communication instructor communities on Facebook and LinkedIn, Bovée and Thill adopters can take advantage of an unmatched array of free resources to enhance the classroom experience and keep course content fresh.



Bovée & Thill's Business Communication Blog gives instructors unique insights about the field.



The authors keep their textbooks current with cutting-edge topics, such as artificial intelligence.



Real-Time Updates keep Bovée and Thill textbooks current for instructors and students.

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