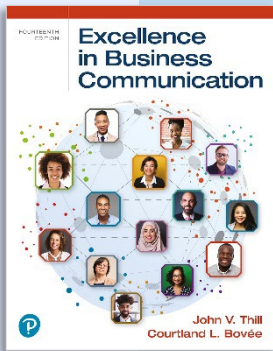


Teaching Business Communication: Which Bovée & Thill Text Is Right for Your Class?

Excellence in Business Communication 14th edition, published January 2023

Our latest coverage of interpersonal communication skills, inclusive communication, and AI

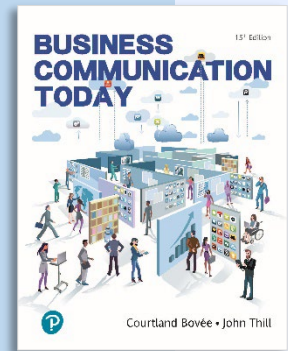


- 16 chapters
- New coverage of inclusive communication; thoroughly revised to reflect the faces and voices of today's stakeholder communities
- Two chapters devoted to interpersonal communication skills: listening, conflict resolution, negotiation, nonverbal communication, conversation, collaboration, meetings, and etiquette

Business Communication Today 15th edition, published January 2020

Our most comprehensive coverage of the full spectrum of communication skills in multiple media

- 19 chapters
- Dedicated chapters on social media, digital media, research, and visual design
- Coverage of managerial aspects of communication, such as managing social media activities
- 16th edition scheduled for publication in 2025, addressing the latest advances in generative AI and other vital topics



Shared Features

Real-company examples

Chapter-opening vignettes (*Excellence in Business Communication* has corresponding end-of-chapter problem-solving simulations)

Annotated model documents

Highlight boxes on special topics

Handbook of Grammar, Mechanics, and Usage

Grammar exercises (*Excellence in Business Communication* has more extensive collection of basic grammar practice activities)

Team activities

Communication cases



A Special Message for Users of *Business Communication Essentials*

If you currently use or have been considering *Business Communication Essentials* (BCE), we're pleased to let you know that you can switch to our *Excellence in Business Communication* (EBC) and get significantly updated coverage of the same topics—at the same price for your students. EBC 14e has our latest coverage of social media, inclusive communication, and other vital subjects, along with all the student activities and assessments you may have been using in BCE.

Learn more at blog.businesscommunicationnetwork.com

[Click to order an exam copy of *Excellence in Business Communication*](#)

[Click to order an exam copy of *Business Communication Today*](#)

Topic Coverage Comparison

Excellence in Business Communication and *Business Communication Today* cover the same overall range of topics but with varying degrees of detail and emphasis. While building on a shared foundation of written and oral communication skills, each title has a special focus to let instructors find the best fit for their course needs.

This table indicates where the primary coverage of all major course topics can be found in each book, how many pages are devoted to a given topic (half pages rounded up), and how the coverage compares. Wherever the coverage across titles is identical or very similar in depth and breadth, the cells are highlighted in blue.

Note that the books are updated and revised on a rotating cycle to reflect the latest professional practices, so at any given time, one book may have newer or more extensive coverage of a particular topic.

For instructors who currently use *Business Communication Essentials* and wish to migrate to *Excellence in Business Communication*, we've included the chapter-by-chapter content coverage of *Business Communication Essentials* to help you find comparable coverage in *Excellence in Business Communication*.

| Topic | <i>Business Communication Essentials</i> 8e | <i>Excellence in Business Communication</i> 14e | <i>Business Communication Today</i> 15e |
|---|---|--|--|
| Introduction to business communication, including employer expectations, the communication process, and professionalism | Chapter 1 | Chapter 1 (12 pgs) | Chapter 1 (12 pgs) |
| Communication ethics and legal issues | Chapter 1 | Chapter 1 (7 pgs) (Expanded coverage of ethical issues) | Chapter 1 (4 pgs) |
| Interpersonal communication | Chapter 2 <ul style="list-style-type: none"> • Team dynamics • Collaboration • Meetings • Listening • Nonverbal • Etiquette | Chapter 2 (21 pgs) <ul style="list-style-type: none"> • Listening • Nonverbal • Conversation skills • Conflict resolution • Negotiation skills Chapter 3 (25 pgs) <ul style="list-style-type: none"> • Team dynamics • Collaboration • Meetings • Etiquette | Chapter 2 (29 pgs) <ul style="list-style-type: none"> • Team dynamics • Collaboration • Meetings • Listening • Nonverbal • Etiquette |
| Inclusive and intercultural communication | Chapter 1 | Chapter 4 (23 pgs) (New and extensive coverage of inclusive communication) | Chapter 3 (19 pgs) |
| Planning business messages (Three-step process, step 1) | Chapter 3 | Chapter 5 (19 pgs) | Chapter 4 (20 pgs) |
| Writing business messages (Three-step process, step 2) | Chapter 4 | Chapter 6 (22 pgs) | Chapter 5 (21 pgs) |
| Completing business messages (Three-step process, step 3) | Chapter 5 | Chapter 7 (19 pgs) | Chapter 6 (19 pgs) |
| Compositional modes for digital and social media | Chapter 6 | Chapter 8 (2 pgs) | Chapter 7 (3 pgs) |
| Emojis in business communication | Chapter 6 | Chapter 8 (2 pgs) | Chapter 7 (2 pgs) |

| Topic | <i>Business Communication Essentials 8e</i> | <i>Excellence in Business Communication 14e</i> | <i>Business Communication Today 15e</i> |
|--|--|--|--|
| Mobile communication: Overview | Chapter 1 | Chapter 1 (1 pg) | Chapter 1 (1 pg) |
| Mobile communication: Skills | Chapter 3 (Media planning) Chapter 4 (Writing) Chapter 5 (Designing) Chapter 6 (Digital messages) | (5 pgs total) Chapter 5 (Media planning) Chapter 6 (Writing) Chapter 7 (Designing) | (5 pgs total) Chapter 4 (Media planning) Chapter 5 (Writing) Chapter 6 (Designing) |
| Intelligent Communication Technology (the application of artificial intelligence to business communication) | <i>Future of Communication</i> sections | Highlight boxes throughout | Highlight boxes throughout |
| Digital media for brief messages: email, business messaging (IM, texting, workgroup messaging), podcasting | Chapter 6 | Chapter 8 (9 pgs) | Chapter 7 (10 pgs) |
| Social media: social networks, other social platforms, blogging, microblogging (Twitter) | Chapter 6 | Chapter 8 (16 pgs) (Includes tips for 8 popular social media platforms) | Chapter 8 (20 pgs) (More coverage of managing social media) |
| Web content | Chapters 10 and 11 | Chapters 12 and 13 (3 pgs) | Chapter 7 (3 pgs) |
| Web and wiki writing | Chapter 11 | Chapter 13 (1 pg) | Chapter 8 (2 pgs) |
| Visual media, including charts and graphs | Chapter 11 | Chapter 13 (11 pgs) (Includes visual ethics) | Chapter 9 (25 pages) (Full chapter on designing and using visual media, including business video) |
| Routine messages, routine requests, routine replies, positive (good news) messages | Chapter 7 | Chapter 9 (15 pgs) | Chapter 10 (16 pgs) |
| Negative (bad news) messages | Chapter 8 | Chapter 10 (22 pgs) | Chapter 11 (22 pgs) |
| Persuasive messages | Chapter 9 | Chapter 11 (18 pgs) | Chapter 12 (18 pgs) |
| Research and information processing | Chapter 10 | Chapter 12 (11 pgs) | Chapter 13 (16 pgs) (Full chapter on research techniques) |
| Reports and proposals (page counts here reflect coverage of reports and proposals specifically; visuals and research totals are shown under those entries) | Chapter 10 (Planning) Chapter 11 (Writing and completing) | Chapter 12 (17 pgs) (Planning) Chapter 13 (25 pgs) (Writing and competing) (Has an all-new sample long report) | Chapter 14 (20 pgs) (Planning) Chapter 15 (29 pgs) (Writing and completing) |
| Presentations | Chapter 12 | Chapter 14 (28 pgs) (Includes coverage of team presentations) | Chapter 16 (19 pgs) (Planning) Chapter 17 (17 pgs) (Presentation slides) |
| Authentic personal branding | Preface | Preface (3 pgs) | Preface (3 pgs) |
| Career Planning and Résumés | Chapter 13 | Chapter 15 (25 pgs) | Chapter 18 (25 pgs) |
| Job Applications and Interviewing | Chapter 14 | Chapter 16 (25 pgs) | Chapter 19 (26 pgs) |