

PRESS RELEASE

Textbook Authors Bovee and Thill Release 12 New Videos

MIAMI, Fla., September 25, 2014/Press Release/ Courtland Bovee and John Thill, the leading authors in business communication, have announced that they have produced 12 new videos, averaging 5 minutes each, in a new series titled, "What's New in Teaching Business Communication?" The titles include the following:

How Video, Infographics, and Social Media Are Changing the Job-Application and Resume Universe

Students Need to Learn These Compositional Modes for Social Media

A New Organizing Model for Business Messages

How Social Media and Electronic Communication Are Revolutionizing Business Communication (Version Two, 2014)

Two Approaches to a New Textbook Topic--Infographics

Visual Media Chapter Adds an Important Medium

Students Should Use This Technique to Be Successful in Getting a Job

Adapting Persuasive Message Skills to Social Media

Helping Students Adapt Their Resumes to the Challenges of Today's Job Market

Pursuing Opportunities in Today's Job Market: Helping Students Apply Their Communication Skills to the Job Search Process

Present This Overlooked Topic to Give Your Students the Competitive Edge

Teach Your Students the Model Slide Design that Many Presentation Specialists Now Advocate

These videos are being released during September, October, and November of 2014. They can be seen on Bovee & Thill's Business Communication Channel on YouTube <http://www.youtube.com/BoveeandThill>.