Does Your Business Communication Textbook Deliver the Skills and Insights Needed for a Vastly Changed Business Environment?

The Three Essential Topics That Today's Business Communication Course Must Address

Society's Evolving Expectations for Business Communication

The past few years have seen a long-overdue reckoning with bias and exclusionary practices in the workplace, and many businesses are focusing on embracing and supporting the full spectrum of society. Business communication plays a central role in this, and the 14th edition of *Excellence in Business Communication* puts particular emphasis on helping students develop inclusive communication skills. In addition, the text was thoroughly revised to reflect the faces and voices of today's stakeholder communities.

### Contemporary Communication Practices and Employer Expectations

The COVID-19 pandemic accelerated the shift to remote work, and virtual and hybrid work is now the norm for many employees. The 14th edition prepares students with new coverage of online meetings, online collaboration, video fatigue, and etiquette in the virtual workplace.

Communication practices and writing conventions continue to evolve in other ways as well, including the increasing use of the singular *they* to eliminate exclusionary or awkward phrasing, the mainstream adoption of emojis in workplace communication, and the decline of courtesy titles in written messages.

The Latest Advances in Communication Tools and Technologies

The ChatGPT writing tool that is causing a stir in business and academia is more evidence of the pervasive role of technology in modern business communication. These tools have profound ethical, legal, and practical implications for communication professionals.

Excellence in Business Communication has been tracking the rise of AI and other digital tools for years and continues to lead the market with coverage of disruptive and innovative technologies, from social media listening tools to deepfake videos.
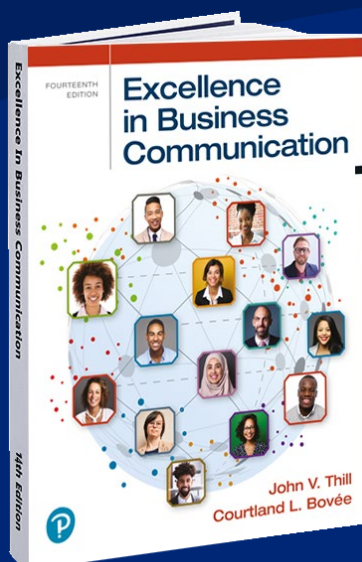
Excellence in Business Communication 14e

Seven new On the Job vignette/simulations featuring professional role models

More than 70 new images and nearly 50 rebuilt or revised figures

More than 350 new citations reflect up-to-date coverage of inclusive communication, innovative technology, and contemporary business practices

Grammar and usage exercises greatly expanded to help students who can benefit from additional practice with writing and editing fundamentals

[Click here to learn more](#)

Engaging Students and Accelerating Skill Development
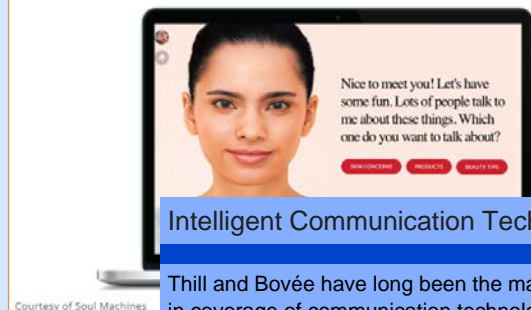
Real-Life Skills, Real-Life Perspectives

Each chapter opens with a brief vignette that describes a real-life challenge faced by a business professional, emphasizing concepts and skills that students will explore in the chapter. The story picks up again at the end of the chapter with a simulation that lets students apply what they've just learned.

ON THE JOB: COMMUNICATING AT
RIVIAN

Backtracking on a Surprise Price Increase

Most young companies can only dream of launching products so hotly anticipated that eager buyers make deposits just to secure a place in line, months or even years before the products will be available. About the only thing that can make it better is a community of enthusiasts who also buy in emotionally and consider themselves part of something bigger than just a commercial transaction. Such was the blissful scenario that electric vehicle (EV) maker... its consumer "adventure v... that wowed critics and eve...

But what if global econ... price of those vehicles bef... after tens of thousands of... based on an understandin... COVID-19 pandemic disru... chains across industries an... including the semiconduct...

ON THE JOB: SOLVING COMMUNICATION DILEMMAS AT **RIVIAN**

You've joined Rivian as a department manager, and in this role you face the usual range of communication challenges that all managers face. Use what you've learned in this chapter to address the following situations.

1. Another manager stopped by this morning with a request to borrow two of your best employees for a three-week emergency. Under normal conditions, you wouldn't hesitate to help, but your team has its own scheduling challenges to deal with. Plus, this isn't the first time this manager has run into trouble, and you are confident that poor project management is the reason. Which of the following is the

c. The commitments I've made won't allow me to release any staff for temporary assignments. However, would you like to meet to discuss the techniques I've found useful for managing project workloads?

d. Instead of shifting resources around as usual, why don't we meet to discuss some new strategies for staffing and project management?

2. Employees from your department are occasionally assigned to cross-functional teams with people from other departments for various projects. As in all other professional relationships, even competent professionals

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Digital agents take the text-based chatbot concept to another level entirely with humanlike, AI-generated agents that converse with customers in live video sessions much as real human agents would. Soul Machine's Digital People currently "work" in customer service, technical support, retail, and other business functions. [25]

Nice to meet you! Let's have some fun. Lots of people talk to me about these things. Which one do you want to talk about?

Courtesy of Soul Machines

Intelligent Communication Technology

Thill and Bovée have long been the market leaders in coverage of communication technology, having moved the field forward with digital communication, social media, mobile communication, and the artificial intelligence tools that we refer to as *intelligent communication technology*.

SunStar Sports
Confidential Memorandum

TO: Executive Committee
FROM: Dan O'Leary & Janell Caruthers, Product Management
① DATE: April 24, 2023
SUBJECT: Market research summary for Pegasus project

The market research for the Pegasus Project concluded last week with phone interviews of 236 sporting goods buyers in 18 states. As in the past, we used Bowerman Research to conduct the interviews, under the guidance of Bowerman's survey supervisor, Sadie McMahon. Ms. McMahon has directed surveys on more than 200 consumer products, and we've learned to place a great deal of confidence in her market insights.

A comple... ② ...m quotes, will be available for download... by the end of next week. However, ... oing on this week, we believe the concl... ediate attention.

> Rather than hard-selling a conclusion that isn't even true, this opening offers a quick overview of the research and emphasizes the experience of the researcher. In the second paragraph, the writers continue by offering full disclosure of all background information related to the research project.

Sadie Mc...

Consume... ...egasus is decidedly mixed, with 34%... ...ct but 37% expressing moderate... ...essed confusion about the basic pro... ...specify their level of interest. The segm... ...cause for concern in most cases; fe... ...market. ④

However, ...sion about the fundamental design of ... ...We rarely see more than 10 or 15% con... ...29% confusion figure suggests that the ... ...' expectations and that it might be... ...roduction.

⑤ **Our Recommendations**

At $7.6 million, the development cos... much uncertainty. The business case... indicated that at least 50% consume... ⑥ generate enough sales to produce a... investment. We would need to convi... order to reach that threshold. We re... hold until the design can be clarified... testing.

Please contact Dan at ext. 2354 or J... concerns. ⑦

Opportunities to Learn by Example

Excellence in Business Communication is packed with writing samples from real companies and original material created to illustrate specific concepts. With extensive annotations in both the print and eTextbook editions, students learn exactly how to improve ineffective writing.

Home Insert Draw Layout Review View
Verdana 11 B I U

Reducing Stress and Uncertainty

Students sometimes flounder when faced with unfamiliar or difficult writing challenges because they don't know how to move a project forward. By following a proven three-step process, they never have to feel lost or waste time figuring out what to do next.

1 Plan →	**2** Write →	**3** Complete
Analyze the Situation Define your purpose and develop an audience profile.	**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.	**Revise the Message** Evaluate content and review readability; edit and rewrite for conciseness and clarity.
Gather Information Determine audience needs and obtain the information necessary to satisfy those needs.		**Produce the Message** Use effective design elements and suitable layout for a clean, professional appearance.
Choose Medium and Channel Identify the best combination for the situation, message, and audience.	**Compose the Message** Choose strong words that will help you create effective sentences and coherent paragraphs.	**Proofread the Message** Review for errors in layout, spelling, and mechanics.
Organize the Information Define your main idea, limit your scope, select the direct or indirect approach, and outline your content.		**Distribute the Message** Deliver your message using the chosen channel; make sure all documents and all relevant files are distributed successfully.

Cases

For all cases, feel free to use your creativity to make up any details you need in order to craft effective messages.

SOCIAL NETWORKING SKILLS

8-44. Media Skills: Social Networking; Compositional Modes: Summaries [LO-2] Microsoft, Centene, Target, Gap, and Biogen are among the companies recognized by Fortune magazine as among the best large employers for supporting diverse workforces. [45]

Your task: Choose one of these companies and visit its website to learn more about its diversity, equity, and inclusion (DEI) efforts. Write a 100- to 150-word summary that could be published on the company's social media accounts to encourage potential employees who want to work at a firm that values a diverse workforce.

SOCIAL NETWORKING SKILLS

8-45. Media Skills: Social Networking; Online Etiquette [LO-2], Chapter 3 Social media is a practically priceless resource for any business. However, pride can sometimes manifest itself in negative ways when employees come under criticism, and public criticism on social media. Imagine that your company has rece... of product quality problems, and these po... some unpleasant and occasionally unfair c... social media sites. Someone even set up a...

have a serious training issue on your hands. Write a post for the internal company blog that advises employees on how to respond appropriately when they are representing the company online. Use your imagination to make up any details you need.

SOCIAL NETWORKING SKILLS / TEAM SKILLS

8-46. Media Skills: Social Networking; Collaboration: Team Projects [LO-2], Chapter 3 Social media can be a great way to, well, socialize during your college years, but employers are increasingly checking up on the online activities of potential hires to avoid bringing in employees who may reflect poorly on the company.

Your task: Team up with another student and review each other's public presence on Facebook, Twitter, Instagram, TikTok, and any other website that an employer might check during the interview and recruiting process. Identify any photos, videos, messages, or other material that could raise a red flag when an employer is evaluating a job candidate. Write your teammate an email message that lists any risky material.

EMAIL SKILLS / PORTFOLIO BUILDER

Hundreds of Skill Development Activities

A huge selection of realistic exercises, activities, and cases offer an array of opportunities to practice vital skills and put knowledge to immediate use. To help instructors zero in on specific learning needs, activities are tagged in multiple ways, from media usage to team skills.

Does Your Textbook Cover These Vital Contemporary Topics?

You'll find coverage of all these contemporary topics in *Excellence in Business Communication* 14e. Can your current text or any text you're considering do as much to keep your students up to date with business communication in today's workplace?

Contemporary Concerns, Practices, and Techniques

Content marketing
Conflict resolution skills
Conversational skills
Digital information literacy
Emoji usage
Honorifics, changing uses of
Hybrid teams and hybrid workplaces
Information overload
Negotiation skills
Plain language movement
Storytelling
Team presentations
Virtual workplace etiquette
Work from home (WFH) policies and practices

Intelligent Communication Technologies

Augmented intelligence
Augmented reality
Augmented writing software
Automated reputation monitoring
Automated translation
Chatbots
Cognitive automation
Deep learning
Digital agents
Emotion recognition systems
GPT-style AI writing
Image recognition systems
Machine learning
Metaverse
Smart proofreading tools
Taskbots
Virtual reality

Social Media Skills

Backchannel
Brand communities
Brand socialization
Communities of practice
Content curation
Crowdsourcing
Employee-generated content
Enterprise social networks
Facebook for business communication
Instagram for business communication
LinkedIn for business communication
Pinterest for business communication
Reddit for business communication
Social media listening tools
Snapchat for business communication
Social communication model
Social customer support
Social media influencers
TikTok for business communication
Twitter for business communication
User-generated content
Wiki writing
YouTube for business communication

Contemporary Media and Technology skills

Business video
Compositional modes for digital media
Content management systems
Data literacy
Data mining/analytics
Data visualization
Deep internet
Enterprise search engines
Extranets
Geographic information systems
Infographics
Information architecture (websites)
Intranets
Knowledge management systems
Mind mapping
Mobile communication
Online monitoring tools for research
Online presentations
Predictive analytics
Real-time collaboration systems
Real-time translation
Screencasts
Search engine optimization
Shared online workspaces
Text mining/analytics
Video fatigue
Visual literacy
Visual reports (slideuments, etc.)
Voice user interfaces
Webcasts
Workplace messaging systems

Inclusive Communication

Assistive technologies
Bias-free language
Centering/othering
Code-switching
Cultural competency
Cultural pluralism
DEI initiatives
Diversity allies
Microaggressions/exclusionary behaviors
Neurodiversity
Preferred pronouns
Privilege
Psychological safety
Role incredulity
Unconscious/implicit biases

Professionalism, Etiquette, Ethics, and Legal Concerns

Behavioral tracking
Credibility
Deepfakes
Data security laws
Employee monitoring
Ethical dilemmas versus ethical lapses
Intellectual property rights
Internet of Behaviors
Native advertising
Privacy
Professionalism
Stealth marketing

Employment Communication

Alternative résumé formats
AI-assisted job interviews
Blind assessments
Applicant evaluation systems
Applicant tracking systems
Cognitive ability tests
Résumé bots
Social media recruiting
Video interviews