Are Your Students Ready for the Biggest Upheaval in the History of Business Communication?

Whatever your policies and preferences are regarding students' use of AI in the business communication course, it's a virtual certainty they will be expected to use it in the workplace while competing in the job market against candidates with strong AI skills.

To help you prepare your students, the new Sixteenth Edition of *Business Communication Today* offers comprehensive advice on using AI ethically and effectively—and always in the context of fostering authentic human connections.

Integrated Coverage of Essential AI Skills

With the broad perspective of the new Bovée and Thill Faculty Advisory Board to help guide the effort, this edition covers a wide range of AI concepts, warnings, insights, and hands-on skills:

- What GenAI is—and isn't
- The many potential benefits of using AI as a collaborative partner
- The disadvantages and risks of using AI throughout the communication process
- The ethics of AI, from transparency and the perpetuation of bias to misinformation and compensation for content creators
- Advice on crafting effective prompts for researching, drafting, and generating images and video
- Task-specific advice for every major aspect of planning, writing, presenting, and publishing

Visual Teaching for Today's Visual Learners

In response to your feedback about students' reading habits and inclinations, we've explored ways to present information in visual formats wherever possible. This edition adds several dozen infographics to help students absorb key points more successfully with less time and effort.

Thorough Revisions and Updates

In addition to these major changes, every element of the text was revised and updated to reflect contemporary best practices, align with evolving standards or style and usage, and present the full spectrum of diverse voices in today's business environment.
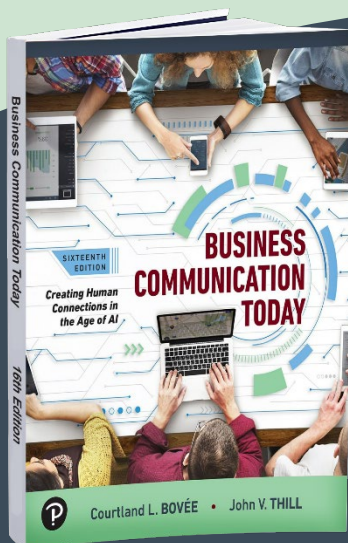
Business Communication Today, 16e

- Dozens of chapter sections are new, updated, or substantially revised to reflect the latest research and workplace practices
- More than 180 new or redesigned figures and photos
- More than 230 new student questions, exercises, and activities—including more than 100 that involve the use of AI tools
- All 19 chapter-opening Communication Close-Up vignettes and end-of-chapter challenges are new
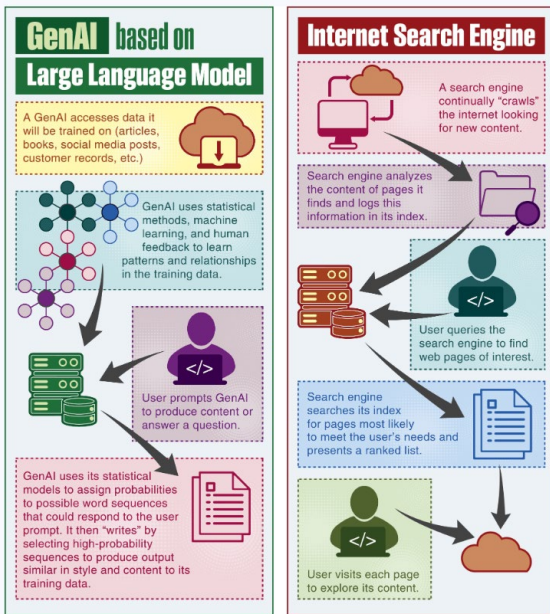- One-third of the Communication Cases are new

Click here to learn more

Engaging Students and Accelerating Skill Development

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As a highly visible woman in a male-dominated ind
Advanced Micro Devices (AMD), is an outspoken c
talent in high tech. As a relatively rare female CEO
these large corporations are led by women), a wide
most respected engineers of her generation, she is u
industry. She is clear that her strategy is to always put the best person in every position. She also
emphasizes that the industry needs to do a better job of making sure the best people aren't shut
out from consideration and that they receive the support needed to develop as technologists and
as business leaders.

Real-Life Skills, Real-Life Perspectives

Students see how today's professionals use the same skills they will learn in the course.

Visual and Quick-Reference Information

With multiple quick-reference tables, infographics, checklists, and unique Five-Minute Guides, *Business Communication Today* is designed to help students learn more with less time and effort.
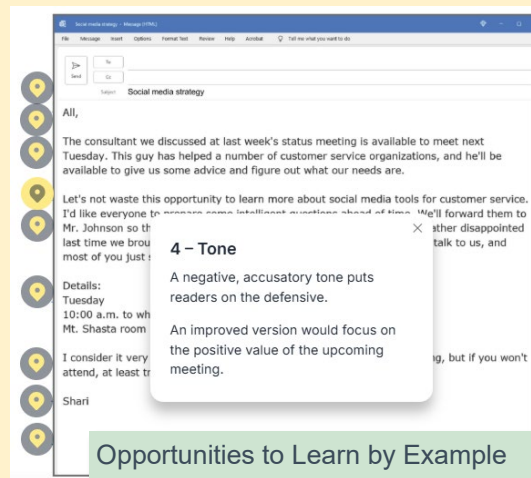
Figure 1.7
GenAI Versus Search Engines

Opportunities to Learn by Example

Business Communication Today is packed with a mix of carefully chosen examples from professional communicators and original material created to illustrate specific concepts. Detailed annotations help students see specific changes that make messages more effective.

4 – Tone

A negative, accusatory tone puts readers on the defensive.

An improved version would focus on the positive value of the upcoming meeting.

AI Skills

8.30. Communication Strategy; AI Skills [LO-8-1] As the chapter notes, personas can be a helpful way for companies to characterize audience segments and craft messages for them.

Your task: Imagine you work for Disneyland. Use a GenAI to help you craft personas to represent three segments of the population who are likely to visit Disneyland in the next two years.

AI Skills

8.31. Communication Strat
outreach manager for a larg
several years to use social media to engage people in the community on matters relating to home costs, home insurance, the ecological footprint of the housing industry, and similar topics. Other than an occasional angry rant, however, your posts haven't generated much response.

Your task: Use a GenAI tool to brainstorm ten post ideas to improve engagement with the community, making up any information you need to create a realistic scenario for the GenAI to process. Keep prompting until you get ten ideas that sound encouraging. For each idea, write a sentence or two to explain why you think the idea would be effective.

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.

The Three-Step Writing Process

1. Planning
Analyze the Situation: Define your purpose and profile your audience.
Gather Information: Identify and obtain the information your audience needs.
Choose Medium and Channel: Identify the best combination for the situation, message, and audience.
Organize the information: Define your main idea, limit your scope, select your approach, and outline your content.

2. Writing
Adapt to Your Audience: Be sensitive to audience needs with the "you" attitude and inclusive language, establish your credibility, and control your style and voice.
Compose the Message: Choose strong words to craft effective sentences and coherent paragraphs.

3. Completing
Revise the Mess
review readability; e
for conciseness and
Produce the Mess
elements for an app
appearance.
Proofread the Mess
spelling, and mecha
Distribute the Mess
the audience gets al

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.

Does Your Textbook Cover These Vital Contemporary Topics?

You'll find coverage of all these contemporary topics in *Business Communication Today*, 16e. 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?

Responsible and Effective AI Usage

AI capabilities and limitations

Prompt writing techniques

AI copilots and writing assistants

Using AI for planning, writing, and completing messages

Using AI personas to help craft and test messages

Using AI to evaluate content, logic, and tone

Using AI as a creative partner

AI-enabled meeting tools

AI coaching and skill development

AI-enhancing promotional messaging

Translation and localization

AI-enabled email management

Using AI throughout the job search

AI-enabled message triage

Social listening tools

Sentiment analysis

Predictive analytics

Transparency, bias, explainability, and attribution

Environmental impact

Deepfakes and disinformation

Risks of using AI

Contemporary Concerns, Practices, and Techniques

Content marketing

Content design principles

Digital cues as nonverbal communication

Digital information fluency

Contemporary emoji usage

Emotional intelligence in business

Gig economy communication

Honorifics, changing uses of

Hybrid teams and hybrid workplaces

Information overload

Mindful collaboration

Methodical research incorporating AI

Mobile and digital-first approach to communication

Plain language movement

Storytelling

Team presentations

Videoconferencing etiquette

Virtual team engagement strategies

Virtual workplace etiquette

Work from home (WFH) practices

Social Media Skills

Backchannel

Brand communities

Content curation

Crowdsourcing

Employee-generated content

Enterprise social networks

Platform-specific advice for major social media platforms

Livestreaming

Social media listening tools

Social communication model

Social customer support

Social media influencers

Social media metrics

User-generated content

Wiki writing

Contemporary Media and Technology skills

Augmented and virtual reality

Business video

Compositional modes for digital media

Content management systems

Data literacy

Data and text analytics

Data storytelling in presentations

Data visualization

Digital reputation management

Infographics

Information architecture (websites)

Interactive and collaborative presentations

Screencasts

Search engine optimization

Video fatigue

Visual literacy

Visual reports

Voice user interfaces

Webcasts

Workplace messaging systems

Inclusive Communication

Accessible design

Assistive technologies

Bias-free language

Broad view of diversity, including socioeconomic status and military service

Centering/othering

Code-switching

Cultural competency

Cultural pluralism

Microaggressions

Neurodiversity

Psychological safety

Unconscious/implicit biases

Visual representation/inclusive design

Professionalism, Etiquette, Ethics, and Legal Concerns

Data privacy and security

Employee monitoring

Ethical dilemmas vs. ethical lapses

Intellectual property rights

Native advertising

Professionalism

Social media transparency

Stealth marketing

Employment Communication

AI-assisted job interviews

Blind assessments

Applicant tracking systems

Social media recruiting

Video interviews