

Business Communication Today, 16th Edition

Key Selling Points for Instructors

Business Communication Today, 16th Edition, equips students with the essential skills to thrive in an AI-driven, global, and digital workplace. Here are the top reasons instructors choose this textbook:

First Textbook with AI Coverage in Every Chapter: Students learn to collaborate with generative AI responsibly and effectively.

Grounded in the Proven Three-Step Writing Process: Planning, Writing, Completing—applied to every message type.

Real-World Company Case Studies: Profiles of companies like General Motors, Coca-Cola, Shopify, Apple, Microsoft, and Canva.

Focus on Diversity, Inclusion, and Global Business: Prepares students for multicultural and international workplaces.

Integration of Digital, Social, and Visual Media: Skills for LinkedIn, Slack, Instagram, and modern platforms.

Strong Emphasis on Professionalism and Ethics: Coverage of ethics, etiquette, and responsible digital communication.

Career Preparation: Step-by-step guidance on ATS-compatible résumés, LinkedIn profiles, and AI-driven interviews.

Persuasion and Presentation Mastery: Tools for creating persuasive messages and dynamic live or virtual presentations.

Hands-On, Practical Application: Checklists, AI prompts, editing exercises, and collaborative projects.

Cutting-Edge Visuals and Infographics: Engaging graphics and infographics designed for today's visual learners.

Business Communication Today, 16th Edition, combines AI integration, career readiness, digital communication skills, and real-world relevance—making it the most practical and future-focused choice for your students.