

1. Opening the Conversation• Business Communication Today remains the market leader in AI integration and has been fully redesigned to address today's instructional realities.• The 16th Edition embeds AI across every chapter, making it the first and only business communication text currently on the market to do so. Competing titles will not release new editions for another 2–3 years.

2. Key Features to Emphasize• **AI Integration:** Practical examples, assignments, and tools ensure students graduate AI-literate and prepared for workplace expectations.• **Instructor Support:** Ready-to-use teaching resources streamline preparation and increase classroom engagement.• **Student Engagement:** Interactive, real-world content makes business communication contemporary, relevant, and applied.• **Proven Track Record:** From trusted authors Bovée & Thill, long recognized for setting the instructional standard in the field.

3. Transition to Adoption Discussion• Many instructors quickly recognize how current and engaging this edition will make their courses.• This remains a clear differentiator—no competing text matches its AI coverage or practical classroom support, including MyLab.• How do you see positioning the book most effectively in your conversations with instructors?