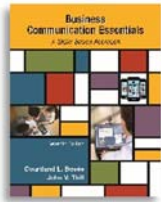


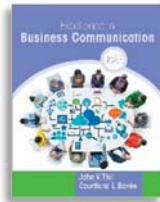
Bovée and Thill

Business Communication

Three decades of innovation, helping instructors prepare students for the evolving challenges of the contemporary workplace



Business Communication Essentials, 7e
Fundamental skills with emphasis on business English improvement



Excellence in Business Communication, 12e
Balanced coverage of print and digital media, optimized for writing-intensive courses



Business Communication Today, 13e
Full-spectrum coverage of business communication media and techniques

The Advantages of Bovée and Thill Business Communication Texts

Emphasis on real-life issues, model documents, and student activities, featuring a broad mix of companies and business professionals [a few examples: **BCE** pp. 35, 59, 147, 211 and Cases 6-26, 7-40, 8-39; **EBC** 2, 108, 129, 190, 207, 287, 343 and Cases 8.26, 8.44, 9.48, 10.54; **BCT** 3, 19, 71, 121, 207, 209, 221, 313 and Cases 10-34, 11-47, 12-54, 17-31]

Thoughtful integration of communication technologies that helps students apply their developing communication skills and personal technology experience to business communication challenges [see lists: **BCE** pp. xx–xxii; **EBC** xx–xxii; **BCT** xx–xxii]

Coordinated print and digital resources, including the free Real-Time Updates and the *Business Communication Headline News* content-curation service, in addition to the powerful Pearson MyLab platform

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Inviting, magazine-style features that highlight advances in workplace communication:

- Powerful Tools for Communicating Effectively [**BCE** p. 24; **EBC** 20; **BCT** 20]
- Business Communicators Innovating with Mobile [**BCE** 68; **EBC** 110; **BCT** 104]
- Business Communicators Innovating with Social Media [**BCE** 138; **EBC** 196; **BCT** 202]

Integrated coverage of communication ethics, etiquette, and diversity, including such contemporary concerns as mobile etiquette, informal language, and the use of emoticons [a few examples: **BCE** pp. 15, 16, 47–50, 142; **EBC** 24–28, 54–58, 199, 201, 261–262, 304–305; **BCT** 24–27, 52–55, 180, 287–288, 329–330]

Comprehensive revisions that ensure balanced treatment of contemporary communication issues in each new edition while maintaining focus on timeless fundamental skills

Only in Bovée and Thill: In-Depth Coverage of Mobile, the Latest Disruptive Technology to Transform Business Communication

As mobile devices overtake PCs as the primary digital communication tool for millions of consumers and employees, mobile communication is changing the way business professionals need to plan, create, and distribute messages. The latest Bovée and Thill editions help students adapt their writing skills to the opportunities and challenges of this exciting new format. Here are key sections, with page numbers in each text:

The Mobile Revolution

[**BCE** 11; **EBC** 15; **BCT** 15]

The Rise of Mobile as a Communication Platform

[**BCE** 11; **EBC** 15; **BCT** 15]

How Mobile Technologies Are Changing Business Communication

[**BCE** 12; **EBC** 16; **BCT** 16]

Collaboration via Mobile Devices

[**BCE** 39; **EBC** 43; **BCT** 42]

Business Etiquette Using Mobile Devices

[**BCE** 49; **EBC** 58; **BCT** 55]

The Unique Challenges of Communication on Mobile Devices

[**BCE** 67; **EBC** 109; **BCT** 102]

Writing Messages for Mobile Devices

[**BCE** 97; **EBC** 148; **BCT** 138]

Designing Messages for Mobile Devices

[**BCE** 118; **EBC** 173; **BCT** 162]

Optimizing Content for Mobile Devices

[**BCE** 133; **EBC** 191; **BCT** 177]

Visual Media on Mobile Devices

[**EBC** 385; **BCT** 242]

Creating Promotional Messages for Mobile Devices

[**BCE** 225; **EBC** 304; **BCT** 329]

Research on the Go with Mobile Devices

[**EBC** 337; **BCT** 352]

Integrating Mobile Devices in Presentations

[**BCE** 325; **EBC** 459; **BCT** 472]

Job Search Strategies: Maximize Your Mobile

[**EBC** 482; **BCT** 491]

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	<i>Business Communication Essentials</i> 14 chapters; paperback	<i>Excellence in Business Communication</i> 16 chapters; paperback	<i>Business Communication Today</i> 19 chapters; hardcover
Real-life examples	Real company examples	•	•
	Real company vignettes		•
	Real company simulations		•
Special features	Annotated model documents	•	•
	Highlight boxes		•
Topic coverage	Full integration of mobile business communication practices	•	•
	Full integration of digital and social media skills, including model documents and student activities	•	•
	Combined digital and social media chapter	•	•
	Separate chapters on digital media and social media		
	Communicating with diverse, global audiences	•	•
	Communication ethics	•	•
	Business etiquette	•	•
	Dedicated chapter on research		
	Dedicated chapter on visual media, including business video		
	Dedicated chapter on presentation visuals		
Learning and reinforcement features	Handbook of Grammar, Mechanics, and Usage	•	•
	Learning objectives reinforcement	Summary of Learning Objectives	Learning Objectives Checkup (multiple-choice quiz)
		Self-assessment, workplace applications, document critique	Improve Your Grammar, Mechanics, and Usage
	Grammar and language skills	Peak Performance grammar, mechanics, and spelling (online)	Peak Performance grammar, mechanics, and spelling (online)
	Test Your Knowledge questions	•	•
	Apply Your Knowledge questions	•	•
	Practice Your Knowledge projects	•	•
	Cases	•	•
	Team exercises	•	•