

GLOBAL
EDITION



Excellence in Business Communication

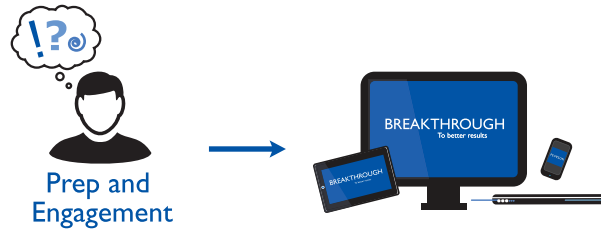
TWELFTH EDITION

John V. Thill • Courtland L. Bovee

ALWAYS LEARNING

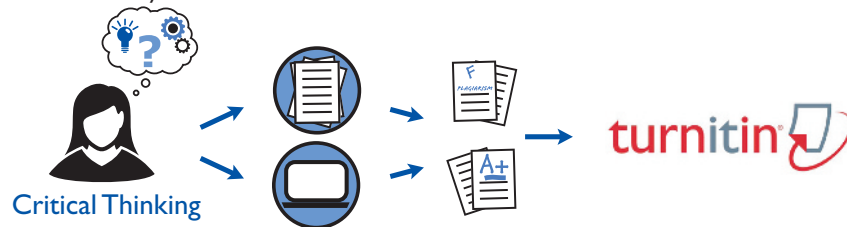
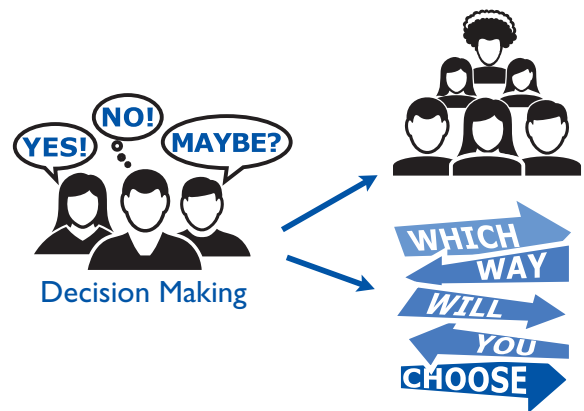
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- **Additional Features** – Included with the MyLab are a powerful homework and test manager, robust gradebook tracking, Reporting Dashboard, comprehensive online course content, and easily scalable and shareable content.

<http://www.pearsonmylabandmastering.com>

Today's students are holding the future of business communication in their hands

As another disruptive technology redefines business communication, Bovée and Thill are once again the first to respond with current, comprehensive, and fully integrated coverage.

Just as Bovée and Thill pioneered coverage of the social media revolution, they now lead the market with up-to-the-minute coverage of mobile business communication.

“Mobile is the most disruptive technology that I have seen in 48 years in Silicon Valley.”¹

—Venture capitalist
Joe Schoendorf

The mobile revolution: key facts and figures

Smart business leaders know they must adapt and respond to the rise of mobile usage by consumers and employees.²

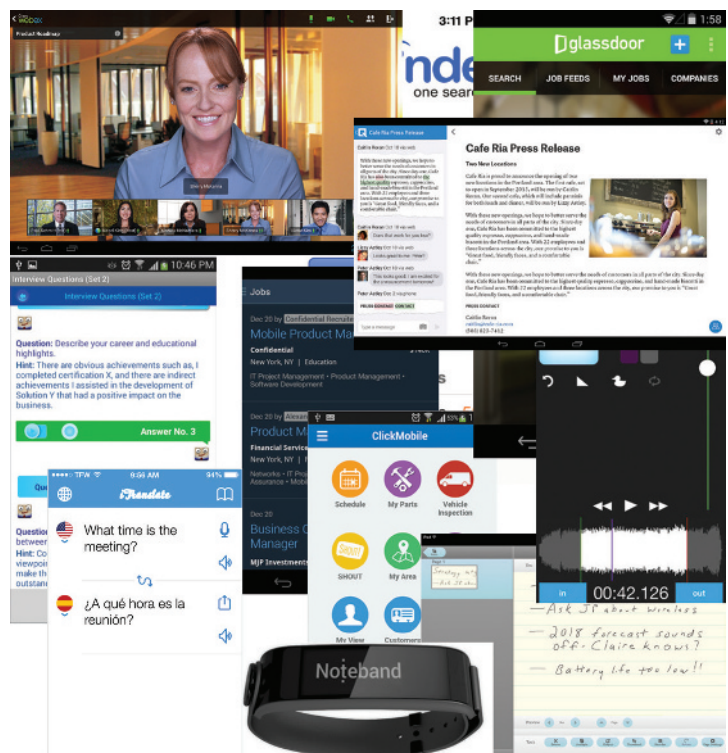
- For millions of people, a mobile device is their primary way, if not their only way, to access the Internet.
- Globally, 80 percent of Internet users access the web at least some of the time with a mobile device.
- Mobile has become the primary communication tool for many business professionals, including a majority of executives under age 40.
- Email and web browsing rank first and second in terms of the most common nonvoice uses of smartphones.
- More email messages are now opened on mobile devices than on PCs.
- Roughly half of U.S. consumers use a mobile device exclusively for their online search needs.
- Many online activities that eventually migrate to a PC screen start out on a mobile screen.

Bovée and Thill's coverage of mobile business communication includes these important topics:

- *The Mobile Revolution*
- *The Rise of Mobile as a Communication Platform*
- *How Mobile Technologies Are Changing Business Communication*
- *Collaboration via Mobile Devices*
- *Business Etiquette Using Mobile Devices*
- *The Unique Challenges of Communication on Mobile Devices*
- *Writing Messages for Mobile Devices*
- *Designing Messages for Mobile Devices*
- *Optimizing Content for Mobile Devices*
- *Visual Media on Mobile Devices*
- *Creating Promotional Messages for Mobile Devices*
- *Integrating Mobile Devices in Presentations*

REAL-TIME UPDATES
LEARN MORE BY VISITING THIS WEBSITE

The mobile revolution by the numbers
Explore dozens of statistical measures that show the impact of mobile communication. Go to <http://real-timeupdates.com/ebc12> and click on Learn More in the Students section.



Integrated coverage and student activities

As with social media, the changes brought about by mobile run far deeper than the technology itself. Successful communication on mobile devices requires a new approach to planning, writing, and designing messages.

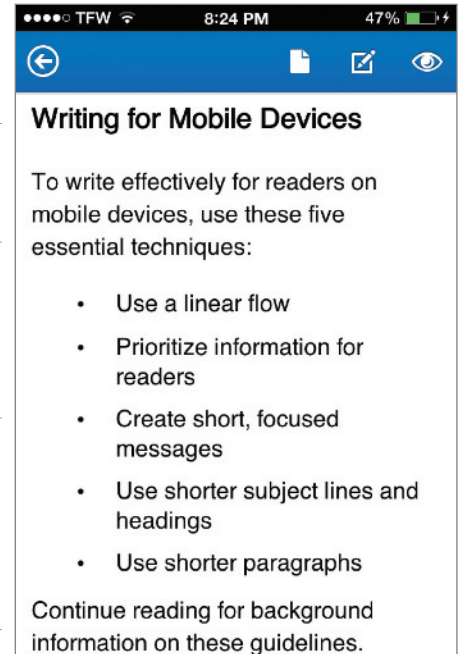
With in-depth, integrated coverage of the challenges and opportunities that mobile presents, *Excellence in Business Communication, 12th Edition*, helps students adapt their personal use of mobile devices to the unique demands of business communication. Through a variety of annotated model messages, questions, activities, and cases, students will gain valuable skills in the art of communicating via mobile devices.

Optimizing for mobile includes writing short headlines that get right to the point.

This introduction conveys only the information readers need in order to grasp the scope of the article.

All the key points of the documents appear here on the first screen.

Readers who want more detail can swipe down for background information on the five points.



EMAIL SKILLS / MOBILE SKILLS

7.33. Media Skills: Email [LO-5] The size limitations of smartphone screens call for a different approach to writing (see page 196) and formatting (see page 221) documents.

Your task: On the website of any company that interests you (find a news release (see page 196) or any other writing material in a way that

WEB WRITING SKILLS/MOBILE SKILLS/ PORTFOLIO BUILDER

12.29. Message Strategies: Online Content [LO-2] Adapting conventional web content to make it mobile friendly can require rethinking the site's information architecture to simplify navigation and revising the content.

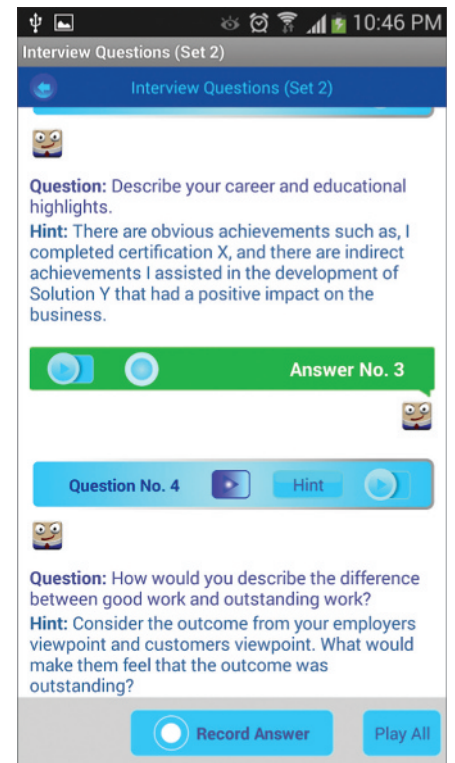
Your task: Choose the website of a company that makes products you find interesting. (Make it a conventional website, not one already optimized for mobile.) Analyze the section of the

MOBILE APPS

Pocket Letter Pro includes templates for a variety of letter types to simplify writing business letters on your mobile device.



With realistic examples, pointers to dozens of business communication apps, and a full range of questions and projects, *Excellence in Business Communication* highlights the best current practices in mobile business communication.



1. "The Mobile Revolution Is Just Beginning," press release, World Economic Forum, 13 September 2013, www.weforum.org.
 2. "More Than Nine in 10 Internet Users Will Go Online via Phone," eMarketer, 6 January 2014, www.emarketer.com; Christina "CK" Kerley, *The Mobile Revolution & B2B*, white paper, 2011, www.b2bmobilerevolution.com; Jordie van Rijn, "The Ultimate Mobile Email Statistics Overview," Emailmonday.com, accessed 9 February 2014, www.emailmonday.com; Jessica Lee, "46% of Searchers Now Use Mobile Exclusively to Research [Study]," Search Engine Watch, 1 May 2013, http://searchenginewatch.com.

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Excellence in Business Communication

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Dedication

This book is dedicated to the many thousands of instructors and students who use Bovée and Thill texts to develop career-enhancing skills in business communication. We appreciate the opportunity to play a role in your education, and we wish you the very best with your careers.

John V. Thill
Courtland L. Bovée

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