Business Communication Essentials

SEVENTH EDITION
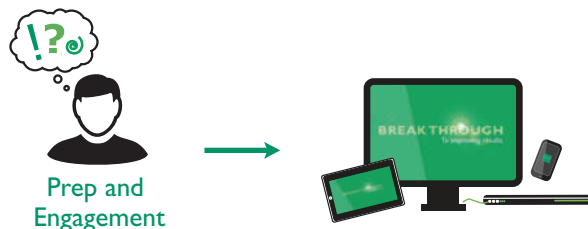
Courtland L. Bovée • John V. Thill

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MyBCommLab®: Improves Student Engagement Before, During, and After Class

Prep and Engagement

- **Video exercises** – engaging videos that bring business concepts to life and explore business topics related to the theory students are learning in class. Quizzes then assess students' comprehension of the concepts covered in each video.

- **Learning Catalytics** – a "bring your own device" student engagement, assessment, and classroom intelligence system helps instructors analyze students' critical-thinking skills during lecture.

- **Dynamic Study Modules (DSMs)** – through adaptive learning, students get personalized guidance where and when they need it most, creating greater engagement, improving knowledge retention, and supporting subject-matter mastery. Also available on mobile devices.

- **Business Today** – bring current events alive in your classroom with videos, discussion questions, and author blogs. Be sure to check back often, this section changes daily.

- **Decision-making simulations** – place your students in the role of a key decision maker. The simulation will change and branch based on the decisions students make, providing a variation of scenario paths. Upon completion of each simulation, students receive a grade, as well as a detailed report of the choices they made during the simulation and the associated consequences of those decisions.

Decision Making
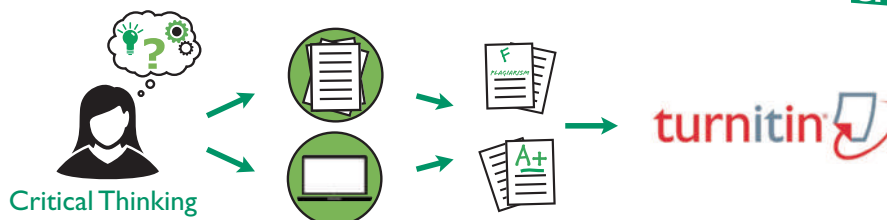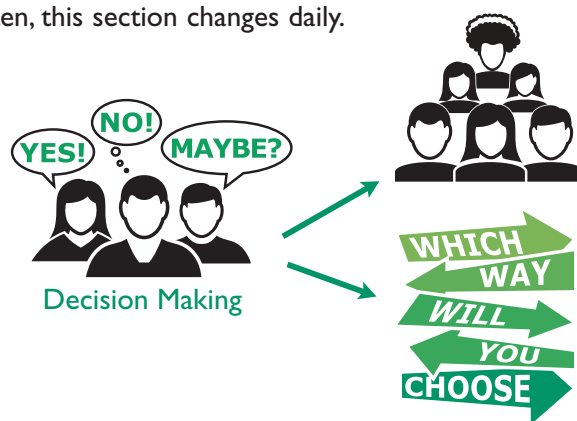
- **Writing Space** – better writers make great learners—who perform better in their courses. Providing a single location to develop and assess concept mastery and critical thinking, the Writing Space offers assisted graded and create your own writing assignments, allowing you to exchange personalized feedback with students quickly and easily.

  Writing Space can also check students' work for improper citation or plagiarism by comparing it against the world's most accurate text comparison database available from **Turnitin**.

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

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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]

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/bce7**. Under "Students," click on "Learn More."

- 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*
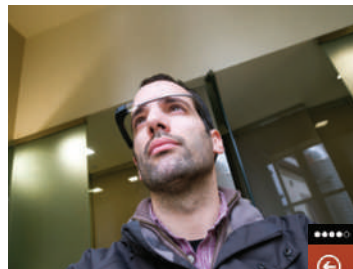
Integrated coverage and student activities

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, *Business Communication Essentials,* 7th 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.

EMAIL SKILLS/MOBILE SKILLS

6-30. Media Skills: Email [LO-4] The size limitations of smartphone screens call for a different approach to writing (see page 141) and formatting (see page 162) documents.

Your task: On the website of any company that interests you, find a news release (some companies refer to them as *press releases*) that announces the other writing app at in a way that would

PRESENTATION SKILLS/MOBILE SKILLS

12-23. Presentations: Designing Presentation Visuals; Mobile Media [LO-4] On SlideShare or any other source, find a business presentation on any topic that interests you.

Your task: Re-create the first five slides in the presentation in a manner that will make them more mobile-friendly. Create as many additional slides as you need.

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

MOBILE APPS
Pocket Letter Pro includes templates for a variety of letter types to simplify writing business letters on your mobile device.
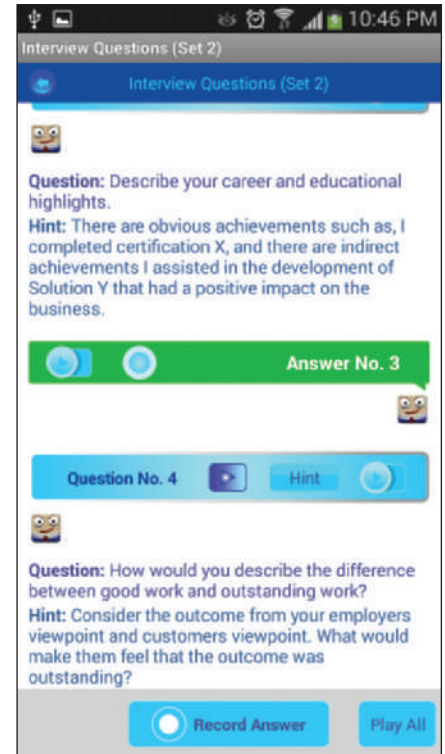
Optimizing for mobile includes writing short headlines that get right to the point.

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.

Writing for Mobile Devices

To write effectively for readers on mobile devices, use these five essential techniques:

- Use a linear flow
- Prioritize information for readers
- Create short, focused messages
- Use shorter subject lines and headings
- Use shorter paragraphs

Continue reading for background information on these guidelines.
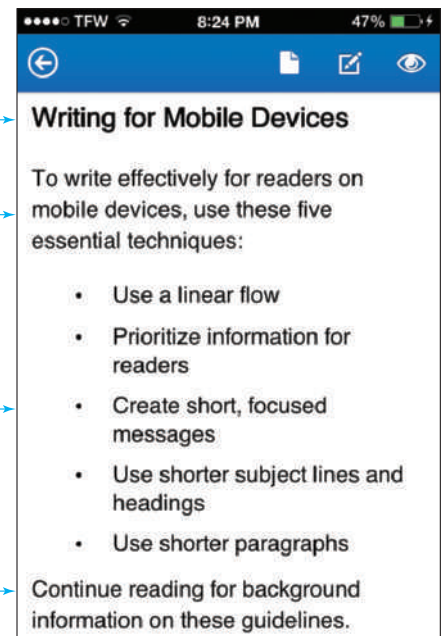
1. "The Mobile Revolution Is Just Beginning," press release, Word Economic Forum, 13 September 2013, www.weforum.org.

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 can 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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SEVENTH EDITION

GLOBAL EDITION

Business Communication Essentials

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Real-Time Updates—Learn More

Real-Time Updates—Learn More is a unique feature you will see strategically located throughout the text, connecting you with dozens of carefully selected online media items. These elements—categorized by the icons shown below representing interactive websites, online videos, infographics, PowerPoint presentations, podcasts, PDF files, and articles—complement the text's coverage by providing contemporary examples and valuable insights from successful professionals.

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Major Changes and Improvements in This Edition

Here are the major changes in the Seventh Edition of *Business Communication Essentials*:

- Groundbreaking coverage of mobile business communication; please see the next page for more information
- New text sections:
  Using All the Job-Search Tools at Your Disposal (Prologue)
  The Mobile Revolution (Chapter 1)
      The Rise of Mobile as a Communication Platform
      How Mobile Technologies Are Changing Business Communication
  Collaboration via Mobile Devices (Chapter 2)
  Putting Meeting Results to Productive Use (Chapter 2)
  Business Etiquette Using Mobile Devices (Chapter 2)
  Selecting the Best Combination of Media and Channels (Chapter 3)
  The Unique Challenges of Communication on Mobile Devices (Chapter 3)
  Writing Messages for Mobile Devices (Chapter 4)
  Designing Messages for Mobile Devices (Chapter 5)
  Optimizing Content for Mobile Devices (Chapter 6)
  Creating Promotional Messages for Mobile Devices (Chapter 9)
  Organizing a Presentation (Chapter 12)
  Integrating Mobile Devices in Presentations (Chapter 12)
  Choosing a Design Strategy for Your Résumé (Chapter 13)
- Coverage of emerging issues that are reshaping business communication, including *digital information fluency* and the *bring your own device (BYOD)* phenomenon
- Coverage of *linear* and *nonlinear presentations*, discussing the relative strengths of slide-based presentations (linear) and Prezi-style presentations (nonlinear)
- Revised treatment of media and channels; to reflect the continuing evolution of digital formats, we now categorize media choices as *oral, written*, and *visual,* each of which can be delivered through *digital* and *nondigital channels* to create six basic combinations
- More than 40 new business communication examples and figures—and the illustration portfolio for the Seventh Edition includes more than two dozen mobile communication examples and more than two dozen social media examples
- New exercises and activities that focus on mobile communication
- A selection of communication cases that challenge students to craft messages for mobile devices; overall, more than 30 percent of the cases are new in this edition

As Another Disruptive Technology Transforms Business Communication, Bovée and Thill Again Lead the Field with Innovative Coverage

The history of business communication over the past couple of decades has been one of almost constant change. The first major wave was the digital revolution, replacing much of the print communication of the past with email, instant messaging, web content, and other new forms. Then came social media, which fundamentally redefined the relationship between businesses and their stakeholders. And now comes the third wave, and it's proving to be every bit as disruptive—and full of exciting possibilities—as the first two.

Mobile communication, and mobile connectivity in the larger sense, is changing the way business communicators plan, create, and distribute messages. Mobile devices are overtaking PCs as the primary digital communication tool for millions of consumers, employees, and executives, and businesses that don't get mobile-friendly in a hurry will fall behind.

For business communicators, the shift to mobile involves much more than the constraints of small screens and new input technologies. The ability to reach people anywhere at any time can be a huge advantage, but the mobile communication experience can also be a major challenge for senders and receivers alike. It requires new ways of thinking about information, message structures, and writing styles. With the notion of *radical connectivity* (see page 57), for example, many communication experiences are no longer about "batch processing" large, self-contained documents. Instead, communication is taking on the feel of an endless conversation, with recipients picking up smaller bits of information as needed, in real time, from multiple sources.

The fundamental skills of writing, listening, presenting, and so on will always be essential, of course, but those skills must be executed in a contemporary business context. That's why Bovée and Thill texts carefully blend technology awareness and skills with basic communication skills and practices. The new coverage of mobile communication is deeply integrated throughout the Seventh Edition, with major new sections in many chapters and important updates in other places, along with a variety of new questions, activities, and cases.

Welcome to the wild new world of mobile business communication!

Why Business Communication Instructors Continue to Choose Bovée and Thill

- **Market-leading innovation.** The unique new coverage of mobile communication in this edition is just one example of how for more than three decades, Bovée and Thill texts have pioneered coverage of emerging trends and their implications for business communication. They were the first authors in the field to give in-depth coverage to digital media, then social media, and now mobile communication.
- **Up-to-date coverage that reflects today's business communication practices and employer expectations.** Technology, globalization, and other forces have dramatically changed the practice of business communication in recent years, even to the point of altering how people read and how messages should be constructed. To prepare students for today's workplace, the business communication course needs to address contemporary skills, issues, and concepts.
- **Practical advice informed by deep experience.** Beyond the research and presentation of new ideas and tools, Bovée and Thill are among the most active and widely followed users of social media in the entire field of business communication. They don't just write about new concepts; they have years of hands-on experience with social media, blogging, content curation, search technologies, and other important tools. They are active participants in more than 45 social media sites.

Scooped by Bovee & Thill's Online Magazines for Business Communication

Business Communication Instruction: How Students Can Learn More Through Online Media

Business Communication Instruction: How Student...

From www.youtube.com - June 15, 7:58 PM

Business Communication Instruction: How Students Can Learn More "Learn More" media items (more than 60 in all) integrate Bovee & Thill textbooks with online materials.

- **Engaging coverage of real companies and contemporary issues in business communication.** Bovée and Thill texts emphasize companies and issues students already know about or are likely to find intriguing. For example, cases in recent editions have addressed location-based social networking (the business communication implications of the FourSquare game app), employer restrictions on social media, and the use of Twitter in the job-search process.
- **Integrated learning.** In sharp contrast to texts that tack on coverage of social media and other new topics, Bovée and Thill continually revise their coverage to fully integrate the skills and issues that are important in today's workplace. This integration is carried through chapter-opening vignettes, chapter content, model documents, end-of-chapter questions, communication cases, and test banks to make sure students practice the skills they'll need, not just read about them in some anecdotal fashion.
- **Added value with unique, free resources for instructors and students.** From the groundbreaking Real-Time Updates to *Business Communication Headline News* to videos specially prepared for instructors, Bovée and Thill adopters can take advantage of an unmatched array of free resources to enhance the classroom experience and keep course content fresh. Please see pages 27–29 for a complete list.

In-Depth Coverage of Digital, Social, and Mobile Media Topics in the Seventh Edition

Business Communication Essentials offers in-depth coverage of new and emerging media skills and concepts. These tables show where you can find major areas of coverage, figures, and communication cases that expose students to professional use of social media, mobile media, and other new technologies.

Major Coverage of Digital, Social, and Mobile Media

Topic	Page
Backchannel in presentations	373
Blogging and microblogging	189–193
Collaboration technologies	82–83
Community Q&A websites	184
Compositional modes for digital media	175–176
Content curation	181
Creating content for social media	177
Data visualization	317, 319
Digital, social, and mobile media options	108–111
Email	184–186
Infographics	321–322
Instant messaging and text messaging	186–189
Interview media	418–419
Meeting technologies	86–87
Mobile devices in presentations	369
Mobile etiquette	93–94
Mobile media	55–59, 111
Online and social media résumés	402–403
Online etiquette	93
Podcasting	194
Social communication model	54–55
Social networking	178–181
User-generated content	181
Web writing	293–294, 312
Wikis	312–313
Writing and designing messages for mobile devices	141–143, 162–163
Writing persuasive messages for mobile media	269
Writing persuasive messages for social media	268–269

Figures and Model Documents Highlighting Digital, Social, and Mobile Media (not including email or IM)

Title	Figure	Page
Business Communication: 1.0 Versus 2.0	1.4	55
The Influence of Mobile Technology on Business Communication	1.5	56
The Mobile Audience: Distracted and Multitasking	1.6	57
Mobile Communication: Opportunities and Challenges	1.7	58