

Finding the Perfect Fit

Which Bovée/Thill text is right for your class?

		Business Communication Essentials	Excellence in Business Communication	Business Communication Today
Overview	Length	14 chapters Paperback	16 chapters Paperback	19 chapters Hardcover
	Focus	Fundamental skills with business English improvement	Full-spectrum coverage for all professional communicators	In-depth coverage with managerial and strategic emphasis
Real-life examples	Real company examples	✓	✓	✓
	Real company vignettes		✓	✓
	Real company simulations		✓	
Special features	Annotated model documents	✓	✓	✓
	Highlight boxes		✓	✓
Topic coverage	New media skills and communication technology with dedicated chapter on crafting messages for electronic media	✓	✓	✓
	Communication ethics	✓	✓	✓
	Business etiquette	✓	✓	✓
	Dedicated chapter on research			✓
	Dedicated chapter on visual communication			✓
	Dedicated chapter on presentation visuals			✓
Learning and reinforcement features	Handbook of Grammar, Mechanics, and Usage	✓	✓	✓
	Learning objectives reinforcement	Reviewing Key Points summary	Learning Objectives Checkup (multiple-choice quiz)	Summary of Learning Objectives
	Grammar and language skills	Three-level workbook: self-assessment, workplace applications, document critique Peak Performance grammar, mechanics, and spelling modules (online and CD-ROM)	Improve Your Grammar, Mechanics, and Usage exercises Peak Performance grammar, mechanics, and spelling modules (online and CD-ROM)	Peak Performance grammar, mechanics, and spelling modules (online and CD-ROM)
	Test Your Knowledge questions	✓		✓
	Apply Your Knowledge questions	✓	✓	✓
	Practice Your Knowledge projects	✓	✓	✓
	Cases	✓	✓	✓
	Team exercises	✓	✓	✓

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