List of Changes

Business and Administrative Communication, 12ᵗʰ ed.
Locker, Mackiewicz, Aune, and Kienzler

Copyright 2019
ISBN: 9781260686456 / 1260686450

Overarching Changes to the New Edition:

Authors Jo Mackiewicz and Jenny Aune from Iowa State University, where both Kitty Locker and Donna Kienzler have taught, have joined BAC for this 12ᵗʰ edition. They updated the content and flow while staying true to the tradition of this text. You'll find substantial changes from the 11th edition to this 12th edition. Content has been reorganized: For example, grouping coverage of reports into one chapter. In the process of reorganizing, they greatly streamlined the text to eliminate redundancies and content not directly relevant to business communication. These two changes will help students learn the content more efficiently. Likewise, the text was substantially redesigned, paring down the visual design for a cleaner look and a more comfortable reading experience. All of the sidebar content and most of the icons have been eliminated. The cases, examples, and references have been updated so the text remains relevant to its readers—both students and instructors. The list below delineates just a few of the specific changes that were made:

- New Instructor Resource Manual written by the author team to ensure proper cohesion with the text including more exercises and activities
- Updated Test Bank

- Updated Accessible PowerPoint
- New Features in Connect: SmartBook, Power of Process, Application Exercises and Document Makeovers
- New mobile ready eBook with offline capabilities in the *ReadAnywhere* app
- New mobile friendly Connect interface for students

Chapter by Chapter Changes

Chapter 1
- Replaced the chapter-beginning case with a new case focused on communication trouble at Netflix.
- Incorporated some content from the 11th edition's chapter 4, such as a section on ethics.

Chapter 2
- Replaced the chapter-beginning case with a new case focused on Wendy's successful use of Twitter to promote its brand.
- Added questions for analysis under "Analyzing Your Audience."
- Updated information in choosing appropriate channels to reach an audience.

Chapter 3
- Replaced the chapter-beginning case with a new case focused on Amazon's successful use of Amazon Prime to generate goodwill with its customers.
- Added a section on considering cultural differences with international audiences.

Chapter 4
- Moved some content from the 11th edition's chapter 4 to the 12th edition's chapters 1, 6, and 7.
- Updated the Beef Products Inc. "pink slime" case.

Chapter 5
- Replaced the chapter-beginning case with a new case focused on the embarrassment generated by poor document design at
- the 2017 Academy Awards.
- Added numerous, current examples throughout the chapter.

Chapter 6
- Replaced the chapter-beginning case with a new case focused on the way that McDonald's used cultural analysis and global agility to reinvent and rebrand McCafé as "The Corner."
- Added an opening section on avoiding bias and stereotypes.
- Added sections on cultural awareness, intercultural competence, and global English.
- Revised and updated content throughout the chapter, including coverage of nonverbal communication, body language, personal space, and time.

Chapter 7
- Replaced the chapter-opening case with a new case about the way that Satya Nadella created a team-focused corporate culture at Microsoft.
- Added a new section on establishing ground rules for working in teams.
- Revised and updated sections on conflict resolution, effective meetings, and using technology in teams.

Chapter 8
- Replaced the chapter-beginning case with a new case on how individuals and organizations used social media to help inform people before and to raise money after Hurricane Harvey.
- Added new content about best practices for using email, text messages, Facebook, Twitter, and Instagram.
- Added new content on building goodwill using technology.
- Added a section on reasons to use technology to share messages.

Chapter 9
- Replaced the chapter-opening case with a new case focused on an unsuccessful public apology from United Airline's CEO, David Munoz.
- Expanded the section on apologies.
- Added a section on ethical issues and negative messages.

Chapter 10
- Replaced the chapter-beginning case with a new case about Wikipedia's successful persuasive fundraising messages.
- Used current research to update the chapter's examples.

Chapter 11
- Replaced the chapter-beginning case with a new case about the consequences of lying on job-application materials.
- Merged content from the 11th edition's chapters 12 and 13.

Chapter 12
- Replaced the chapter-beginning case with a new case exemplifying a trend in interviewing: asking questions geared getting interviewees to "think on their feet."
- Used current research to update the chapter's examples (from the 11th edition's chapter 14).

Chapter 13
- Replaced the chapter-opening case with a new case about a graph that upended the reputation of glyphosate as a relatively safe herbicide.
- Added new content on best practices for creating and choosing maps.
- Used current research to update examples.
- Edited chapter exercises to reduce redundancy and to increase relevance and currency.
- Added numerous new examples in figures.

Chapter 14
- Merged relevant sections from the 11th edition's chapters 15 and 17 to focus the chapter on proposals.
- Replaced the chapter-opening case with a new case about the NSF's call for papers (CFP) after Hurricane Harvey applicants were competing for limited resources.
- Updated the section on proposal style.
- Added section on grant proposals.

Chapter 15
- Merged relevant sections from the 11th edition's chapters 15, 17, and 18 to focus the chapter on reports.
- Replaced the chapter-beginning case with a new case about a collaborative report on STEM education, coauthored by the U.S. Department of Education and the American Institutes for Research.
- Used current research to update the chapter.
- Synthesized and updated end-of-chapter exercises.

Chapter 16
- Replaced the chapter-opening case with a new case about how an AI robot "earned" citizenship
- Added new content on general versus specific purpose, the components of an introduction and a conclusion, and the
- "recency effect."
- Added numerous new images to illustrate the chapter's points.