

Review of: "The Advertising and the Other Marketing Communications of Luxury Goods – Archetypal, Semiotic and Narrative Aspects"

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Potential competing interests: No potential competing interests to declare.

This paper has a novel theme and provides an interesting perspective on marketing communications for luxury goods but it requires a prior review before assessing whether it can or cannot be published in this journal.

The literature is richly explored, but because of the sheer volume of content covered in it, the exposition tends to lose focus and is more difficult for the reader to read, and the case studies that follow suffer from the same problem.

Furthermore, the conclusions should be more than just a summary of the work carried out. They should emphasize and detail the specific contribution made by this study to the scientific community. It is essential to highlight any new information, advancements, or ideas that this work has brought to the research field.

Suggest major revisions to the paper.