

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

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The topic is interesting and corresponds to already established lines of research. However, these are not reflected in the text. It focuses on an area, that of luxury products, which is very specific. This is a positive point of research, especially linked to the digital field. The link with new technologies, luxury products and new generations is especially interesting. The methodological scope of the article is limited. It does not apply quantitative scientific methods as it could have been. In this way, he makes an excessive generalization of the different aspects and does not focus on the object of study and the methodological approach. In the case of archetypes, it relates some in a non-exhaustive way. It is left for example: Dornelles, Sabine. "The archetypal profile of brands". Graphics, 2013, Vol. 1, n.º 1, pp. 11-21, <https://raco.cat/index.php/Grafica/article/view/283792>; how well it gives an instrument of analysis and deepening, precisely of what he studies.

Anyway, the article is a good reference for reviewing the topics involved, which are listed and described. The conclusions are descriptive and poorly supported by scientific research.