

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

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The advertising and other other marketing communications of luxury goods - Archetypal, semiotic and narrative aspect

A challenge with the literature review is that it is extremely expansive without creating a pathway for understanding the linkages between the different aspects of what makes luxury, luxury; growth of luxury; how to market it, etc.. The content is here, but the organization of the article makes it extremely hard to follow.

The concept of "archetypes is an extremely interesting one, I thought that the author(s) did a very good job of explaining it. However, it needed to be address how archetypes fit into the luxury context. It was difficult to make this connection. Do you mean, luxury consumers have different types of faces or the luxury product has different types of faces. If so, why is this important?

You need to do a better job of explaining semantic field. You just define the different aspects.

I truly enjoy the article, but it is difficult to understand because of the flow of the article. It needs a significant amount of rewriting to allow the reader to understand the purpose and keep track of the development of your argument. I like what you did with archetypes but you need to focus on explaining it in a more concise manner where the reader wants to stay with your manuscript.

You caused me to be very interesting in archetypes and brand image. I took a look at your references, and they are extremely strong.

What is lacking is a story. It is obvious that you understand what you are trying to communicate but for the reader it was extremely hard to follow.

My recommendation is for you rewrite the manuscript, use headers to separate ideas, include a opening paragraph within each section to lay out the story you are trying to tell.

Your idea is excellent! I thought that you have all of the pieces to make a strong article that people would be interested to read. I rank the manuscript as a 3 out of 5, but more from a stylistic perspective rather than the idea. If you spend the time to organize your thoughts and tell a compelling story, this could easily be an excellent article.

