

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.

1. Literature review should be more detailed, it can be a literature review of the general research topic and separate discussion for different orientations of the research, which will be more clear and easy to understand.
2. It is suggested that a combination of case study and quantitative research can be used, the current study is only based on existing theories combined with relevant cases, it is suggested to add empirical cases.
3. It is suggested to add empirical cases. Is it possible to compare the difference between the marketing communication of luxury goods in traditional media and digital media, and draw relevant conclusions.