



SDI Review Form 1.6

Journal Name:	<u>British Journal of Economics, Management & Trade</u>
Manuscript Number:	Ms_BJEMT_20395
Title of the Manuscript:	The Product Life Cycle of Durable Goods
Type of the Article	Original Research Article

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound.

To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)



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PART 1: Review Comments

	Reviewer's comment	Author's comment <i>(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<u>Compulsory</u> REVISION comments		
<u>Minor</u> REVISION comments	This seems to be quite a good paper. The abstract is not clear and the language should be checked throughout the paper. It would improve the paper if the contribution to knowledge which is being claimed were more clearly stated.	Dear reviewer, thank you very much for your comments. I have completely rewritten the paper in order to improve the language and I outlined some relations in more detail in order to allow the reader to follow the argumentation.
<u>Optional/General</u> comments		