

**turnover****1. ['tʒ:nəʊvə] n**1. опрокидывание (*автобуса, лодки и т. п.*)

2. 1) оборот

turnover of capital - оборот капитала

a turnover of 90,000 dollars - оборот на сумму 90 000 долларов

turnover tax - налог на оборот

2) товарооборот (*мж. trade, merchandise или commodity turnover*)3) оборачиваемость, сменяемость (*мж. turnover rate*)

the turnover of patients in a hospital - оборачиваемость пациентов в больнице

4) текучесть, размер текучести (*рабочей силы*)

labour turnover - текучесть рабочей силы

5) число рабочих, нанятых на место уволившихся

6) объём или скорость переработки (*сырья и т. п.*)3. перестановка (*кадров*); смена, замена (*персонала*)4. потеря (*партийей*) голосов избирателей в пользу другой партии; изменение симпатий избирателей5. *сл.* измена, предательство, дезертирство6. то, что отворачивается, загибается или откидывается; клапан (*конверта*); отворот, рант (*ботинка*)

7. газетная статья, переходящая на следующую страницу

8. полукруглый или треугольный пирог с начинкой

9. *спорт.*1) переворот (*борьба*)

turnover with body [with leg] hold - переворот захватом туловища [ног]

turnover with rear waist lock - переворот захватом туловища сзади

turnover with wrist hold - переворот захватом кисти

2) перехват мяча, паса (*баскетбол*)10. *диал.* небольшая шаль11. *арх., диал.* подмастерье, переходящий от одного мастера к другому для завершения обучения (*мж. turnover apprentice*)**2. ['tʒ:nəʊvə] a**

отложной

a turnover collar - отложной воротник

**turnover**

Oxford Advanced Learners Dictionary 8th Ed.

**turn-over** [turnover turnovers] *BrE* ['tʒnəʊvə] *NAmE* ['tʒrnoʊvər] **noun****1. countable, usually singular, uncountable ~ (of sth)** the total amount of goods or services sold by a company during a particular period of time

• an annual turnover of \$75 million

• a fall in turnover

**2. singular ~ (of sb)** the rate at which employees leave a company and are replaced by other people

• a high turnover of staff

**3. singular ~ (of sth)** the rate at which goods are sold in a shop/store and replaced by others

• a fast turnover of stock

**4. countable** a small ↑pie in the shape of a triangle or half a circle, filled with fruit or jamCollocations:**Business***Running a business***buy/acquire/own/sell** a company/firm/franchise**set up/establish/ start/start up/launch** a business/company**run/operate** a business/company/franchise**head/run** a firm/department/team**make/secure/win/block** a deal**expand/grow/build** the business**boost/increase** investment/spending/sales/turnover/earnings/exports/trade**increase/expand** production/output/sales**boost/maximize** production/productivity/efficiency/income/revenue/profit/profitability**achieve/maintain/sustain** growth/profitability**cut/reduce/bring down/lower/slash** costs/prices**announce/impose/make** cuts/cutbacks*Sales and marketing***break into/enter/capture/dominate** the market**gain/grab/take/win/boost/lose** market share**find/build/create** a market for sth**start/launch** an advertising/a marketing campaign**develop/launch/promote** a product/website**create/generate** demand for your product**attract/get/retain/help** customers/clients**drive/generate/boost/increase** demand/sales**beat/keep ahead of/out-think/outperform** the competition

meet/reach/exceed/miss sales targets

Finance

draw up/set/present/agree/approve a budget
keep to/balance/cut/reduce/slash the budget
be/come in below/under/over/within budget
generate income/revenue/profit/funds/business
fund/finance a campaign/a venture/an expansion/spending/a deficit
provide/raise/allocate capital/funds
attract/encourage investment/investors
recover/recoup costs/losses/an investment
get/obtain/offer sb/grant sb credit/a loan
apply for/raise/secure/arrange/provide finance

Failure

lose business/trade/customers/sales/revenue
accumulate/accrue/incur/run up debts
suffer/sustain enormous/heavy/serious losses
face cuts/a deficit/redundancy/bankruptcy
file for/ (NAme) enter/avoid/escape bankruptcy
(BrE) go into administration/liquidation
liquidate/wind up a company
survive/weather a recession/downturn
propose/seek/block/oppose a merger
launch/make/accept/defeat a takeover bid

Example Bank:

- The city has a rapid population turnover.
The combined turnover of both businesses has doubled in the last two years.
The company boasts an annual turnover of £240 m.
The company recorded a turnover of €70 million last year.
The company's turnover increased 30% to \$10 million.
The company's worldwide turnover exceeds \$5 billion.
The new offices have reduced the very high rates of staff turnover.
Turnover fell from £12 million to £11 million.
Turnover reached \$2 billion in the 12 months to September.
Turnover was down compared with last year's figures.
We've had very little turnover in our sales personnel.
A 10% rise in turnover would increase company profits by \$3.3 million.
Calculate your profit by subtracting your costs from your turnover.
The firm has an annual turnover of \$75 million.

turnover

Longman DOCE 5th Ed. (En-En)

turnover /'tɜːnəʊvə/ BrE AmE noun

1. [singular, uncountable] British English the amount of business done during a particular period

turnover of

The illicit drugs industry has an annual turnover of some £200 billion.

turnover rose/fell

Turnover rose 9%.

2. [singular, uncountable] the rate at which a particular kind of goods is sold

turnover of

Tri-Star's fast turnover of stock

3. [singular, uncountable] the rate at which people leave an organization and are replaced by others

turnover of

Low pay accounts for the high turnover.

staff/labour turnover

a high degree of labour turnover among women

4. [countable] a small fruit ↑pie:

an apple turnover

...

THESAURUS

- profit money that you gain by selling things or doing business, after your costs have been paid: Our profits are down this year. | The big oil companies have made enormous profits following the rise in oil prices.
earnings the profit that a company makes: The company said it expected fourth-quarter earnings to be lower than last year's results. | Pre-tax earnings have grown from \$6.3 million to \$9.4 million.
return the profit that you get from an investment: You should get a good return on your investment. | We didn't get much of a return on our money. | They're promising high returns on investments of over \$100,000.
turnover the amount of business done during a particular period: The illicit drugs industry has an annual turnover of some £200 bn.
takings the money that a business, shop etc gets from selling its goods in a day, week, month etc: He counted the night's takings. | This week's takings are up on last week's.

- **interest** money paid to you by a bank or other financial institution when you keep money in an account there: They are offering a high rate of interest on deposits of over £3000. | The money is still earning interest in your account.
- **dividend** a part of a company's profit that is divided among the people who have shares in the company: Shareholders will receive a dividend of 10p for each share. | The company said it will pay shareholders a final dividend of 700 cents a share.

## turnover

Freakuency Pack

12500 **2929**<sup>MCW</sup>

15000 **4444**<sup>COCA</sup>

RANGE: **4k** **TURNOVER** <sup>4001</sup>

turnover <sup>2740</sup>

turnovers <sup>1261</sup>

COCA 500k Unlemmatized

<sup>1619</sup> **10911**<sup>2734</sup> *nn1*

<sup>6</sup> **347859**<sup>6</sup> *nnu*