

price**1. [praɪs] n****1. цена**

- cash price - цена при условии уплаты наличными
- cost price - себестоимость
- agreed [contract] price - условленная [договорная] цена
- price ceiling price - максимальная (*официально установленная*) цена
- purchase /buying/ price - покупная цена
- retail [wholesale] price - розничная [оптовая] цена
- asked price - цена, требуемая продавцом; курс продавцов
- marked price - обозначенная цена
- market price - существующая рыночная /сложившаяся на рынке/ цена
- net price - цена-нетто цена после вычета всех скидок; окончательная цена
- discount price - цена со скидкой; цена ниже номинала
- tender price - цена, предложенная на торгах
- price freezing /pegging/ - замораживание цен
- at a price of - по цене в
- at a price - по высокой цене, дорого [*ср. тж.* 5]
- to force /to send/ down prices, to depress prices - сбивать цены
- to force /to send, to puff, to push/ up prices - взвинчивать /вздувать/ цены
- prices have advanced [receded] - цены возросли [упали]
- what's the price of this? - сколько это стоит?
- that's not in my price range - это мне не по карману

2. награда (за чью-л. голову)**3. редк. (заработная) плата****4. ценность**

- above/beyond, without/ price - бесценный
- he has his price - его можно купить (за деньги)
- a pearl of great price - жемчужина большой ценности

5. цена, жертва

- not at any price - ни за что; ни при каких обстоятельствах
- such losses were too high a price to pay for victory - победа досталась слишком дорогой ценой
- it must be done at any price - это должно быть сделано любой ценой /во что бы то ни стало/
- he won but only at a price - он победил, но дорогой ценой [*ср. тж.* 1]

6. ставка (в пари)

- ◇ what price ...? - а) чего стоит ...?; what price glory? - чего стоит слава?; б) как обстоит дело с ...?, какие (имеются) шансы /виды/ на ...?, как насчёт ...?
- what price my chances of being appointed? - каковы мои шансы на назначение?
- what price fine weather tomorrow? - (можно рассчитывать, что) завтра будет хорошая погода?
- what price my new bike? - как (вам нравится) мой новый велосипед?
- what price this! - как вам это нравится!

2. [praɪs] v**1. назначать цену, оценивать**

- the goods are priced too high - товар оценён очень высоко
- they have priced the book out of the market - эта книга сейчас мало кому по карману [*ср. тж.* ◇]

2. указывать цену (на товаре)**3. прицениваться**

- ◇ to price oneself out of the market - зависить цены и потерять покупателей; оттолкнуть, отпугнуть потребителей высокими ценами [*ср. тж.* 1]

price

Oxford Advanced Learners Dictionary 8th Ed.

price [praɪs praɪsɪs praɪst praɪsɪŋ] noun, verb *BrE* [praɪs] ^ɹ *NAmE* [praɪs] ^ɹ**noun****1. countable, uncountable** the amount of money that you have to pay for sth

- Boat for sale, price £2 000
- house/retail/oil/share prices
- to charge a **high/reasonable/low price** for sth
- The price of cigarettes is set to rise again.
- He managed to get a good price for the car.
- **rising/falling prices**
- Can you **give me a price** for the work (= tell me how much you will charge) ?
- I'm only buying it if it's the **right price** (= a price that I think is reasonable) .
- Children over five must pay (the) **full price** for the ticket.
- How much are these? They don't have a price on them.
- It's amazing how much computers have come down **in price** over the past few years.
- **price rises/increases/cuts**
- a price list

see also ↑asking price, ↑cost price, ↑cut-price, ↑half-price, ↑market price, ↑list price, ↑purchase price, ↑selling price**2. singular** the unpleasant things that you must do or experience in order to achieve sth or as a result of achieving sth

- ~ (of sth) Criticism is part of the price of leadership.
 - ~ (for sth/for doing sth) Loneliness is a **high price to pay** for independence in your old age.
 - Giving up his job was a **small price to pay** for his children's happiness.
 - Being recognized wherever you go is the price you pay for being famous.
3. **countable** (in horse racing) the numbers that tell you how much money you will receive if the horse that you bet on wins the race
Syn: **odds**
- Six to one is a good price for that horse.
- see also** **starting price**

Rem: or

more at cheap at (half/twice) the price **at** **cheap** *adj.*, pay a/the price **at** **pay** *v.*

Word Origin:

Middle English: the noun from Old French **pris**, from Latin **pretium** 'value, reward'; the verb, a variant (by assimilation to the noun) of earlier **prise** 'estimate the value of' (see **prize**). Compare with **praise**.

Thesaurus:

price *noun* C, U

- The price includes dinner.

cost • **value** • **rate** • **charge** • **expense** • **fee** • **worth** •

increase/reduce the price/cost/value/rate/charge/expense/fee

the **real/true/market/net** price/cost/value/rate/worth

raise/double/lower the price/cost/value/rate/charge/fee

Cost, price or value? The **price** is what sb asks you to pay for an item or service:

- to ask/charge a high price

✗ **to ask/charge a high cost/value** Obtaining sth may have a **cost**; the **value** of sth is how much money people would pay for it:

- house prices
- the cost of moving house
- The house now has a market value of twice what we paid for it.

Synonyms:

price

cost • **value** • **expense** • **worth**

These words all refer to the amount of money that you have to pay for sth.

price • the amount of money that you have to pay for an item or service: ▪ house prices ◇▪ How much are these? They don't have a price on them. ◇▪ I can't afford it ▪ at that price ▪.

cost • the amount of money that you need in order to buy, make or do sth: ▪ A new computer system has been installed at a cost of £80 000.

value • how much sth is worth in money or other goods for which it can be exchanged: ▪ The winner will receive a prize ▪ to the value of ▪ £1 000.

Especially in British English, **value** can also mean how much sth is worth compared with its price: ▪ This restaurant is excellent value ▪ (= is worth the money it costs) ▪.

price, cost or value?

The **price** is what sb asks you to pay for an item or service: ▪ to ask/charge a high price ◇to ask/charge a high cost/value

Obtaining or achieving sth may have a **cost**; the **value** of sth is how much other people would be willing to pay for it: ▪ house prices ◇▪ the cost of moving house ◇▪ The house now has a market value of one million pounds.

expense • the money that you spend on sth; sth that makes you spend money: ▪ The garden was transformed ▪ at great expense ▪. ◇▪ Running a car is a big expense.

worth • the financial value of sb/sth: ▪ He has a personal net worth of \$10 million.

Worth is more often used to mean the practical or moral value of sth.

the **high** price/cost/value

the **real/true** price/cost/value/worth

to **put/set** a price/value on sth

to **increase/reduce** the price/cost/value/expense

to **raise/double/lower** the price/cost/value

to **cut** the price/cost

Example Bank:

- Children travel half price until age ten.
- Cigarettes have remained stable in price for some time.
- Food is available, at a price.
- House prices went up by 5 per cent last year.
- I can't afford it at that price.
- I got a number of suppliers to quote me their best prices.
- I got a shock when I looked at the price tag.
- I managed to get a good price for my old car.
- If prices slump further, the farmers will starve.
- It's always worth comparing prices before you buy.
- Oil is set to go up in price.

- Prices go from \$30 for the standard model to \$150 for the de luxe version.
- Prices soared during the war.
- Property in the area is now fetching ridiculously high prices.
- The average price per gallon was \$2.09.
- The campaign urged retailers to drop their prices.
- The car has a base price of \$28 640.
- The cost of a policy premium is a small price to pay for peace of mind.
- The deal would boost gas prices.
- The price of fuel is prohibitive.
- The suggested retail price of the DVD is \$19.99.
- The team paid a heavy price for its lack of preparation.
- These computers range in price from £1 300 to £2 000.
- They are selling off summer shoes at cost price.
- They charge exorbitant prices for their goods.
- They sell cars at fixed prices, with no haggling.
- This website tells you the market price of all makes of second-hand car.
- We need to adjust our prices to reflect our actual costs.
- We sell quality tools at the right price.
- What's the asking price for this house?
- You can't put a price on happiness.
- You need to pay a deposit of 10 per cent of the purchase price of the property.
- admission prices at the museum
- designer clothes at bargain prices
- the share price index
- He was charging a very high price for it.
- How much are these? They don't have a price on them.
- It's amazing how much computers have come down in price over the past few years.
- The price includes dinner, bed and breakfast.
- We wanted the house so much we paid the asking price.
- house/retail/oil/share prices
- to pay half/full price for sth

Idioms: ↑at a price ▪ ↑at any price ▪ ↑beyond price ▪ ↑everyone has their price ▪ ↑not at any price ▪ ↑price on somebody's head ▪ ↑price yourself out of the market ▪ ↑put a price on something ▪ ↑what price ...?

verb

1. usually passive to fix the price of sth at a particular level

- ~ **sth + adv./prep.** a reasonably priced house
- These goods are priced too high.
- ~ **sth at sth** The tickets are priced at \$100 each.

2. ~ sth (up) to write or stick tickets on goods to show how much they cost

3. ~ sth to compare the prices of different types of the same thing

- We priced various models before buying this one.

Verb forms:

verb forms	
present simple	
I / you / we / they	price
	BrE /praɪs/
	NAme /praɪs/
he / she / it	prices
	BrE /praɪsɪz/
	NAme /praɪsɪz/
past simple, past participle	priced
	BrE /praɪst/
	NAme /praɪst/
-ing form	pricing
	BrE /praɪsɪŋ/
	NAme /praɪsɪŋ/

Word Origin:

Middle English: the noun from Old French **pris**, from Latin **pretium** 'value, reward'; the verb, a variant (by assimilation to the noun) of earlier **prise** 'estimate the value of' (see ↑**prize**). Compare with ↑**praise**.

Thesaurus:

price verb T, usually passive, I

- These goods are priced too high.

value • • **assess** • • **cost** • • **put a price on sth** •

be priced/valued/assessed/costed **at** \$500

be priced/valued/assessed/costed **between** £15 and £35

Example Bank:

- It has a much longer battery life than other comparatively priced laptops.
- The car is priced at \$60 000.

- The house was priced much too high.
- The kits are priced from £8.50 to £20.
- This is considered a luxury item and is priced accordingly.
- Tickets for the concert are priced between £15 and £35.
- a wide range of competitively priced office furniture
- A dominant firm will price aggressively in markets where it faces new competitors.
- Some leading UK firms are pricing themselves out of the market.
- The tickets are priced at \$100 each.

price

Longman DOCE 5th Ed. (En-En)

I. **price**¹ **S1 W1** /praɪs/ *BrE* ^ˈ *AmE* ^ˈ *noun*

[Word Family: adjective: ↑overpriced, ↑priceless, PRICEY/PRICY; verb: ↑price; noun: ↑price]

[Date: 1200-1300; Language: Old French; Origin: pris, from Latin pretium 'price, money']

1. [uncountable and countable] the amount of money you have to pay for something

price of

" The price of fuel keeps going up.

price for

" We agreed a price for the bike.

" Supermarkets often offer you two products for the price of one. ⇒ ↑asking price, ↑cost price, ↑list price, ↑market price

2. [singular] something unpleasant that you must suffer in order to be successful, free etc, or that you suffer because of a mistake or bad action

price of

" He's never at home, but that's the price of success.

" The awful boat journey was a small price to pay for freedom.

" They may pay a high price for their few years of glory.

" The country will pay a heavy price for the government's failure.

" She was finally made senior executive, but at what price!

3. **half/full price** used to talk about half the usual price of something, or the actual usual price:

" I bought these jeans at half price in the sale.

4. **at a price** for a lot of money:

" You can get goat's cheese at the local delicatessen – at a price!

5. **at any price** whatever the cost and difficulties may be:

" She was determined to have a child at any price.

6. **not at any price** used to say that you would not do something, even for a lot of money:

" Sorry, that painting's not for sale at any price.

7. **put a price on something** to give something a financial value:

" You can't put a price on what a mother does for her children.

8. **What price fame/glory etc? usually spoken** used to suggest that something was not worth achieving because too many bad things have happened as a result:

" What price progress?

9. **be beyond price** to be extremely valuable or important

10. **price on sb's head** a reward for catching or killing someone

11. **everyone has their price** used to say that you can persuade people to do anything if you give them what they want

⇒ **cheap at the price** at ↑cheap¹(8), ⇒ **name your price** at ↑name²(7), ⇒ **pay the price** at ↑pay¹(9)

• • •

COLLOCATIONS (for Meaning 1)

■ ADJECTIVES/NOUN + price

- **high** House prices in the UK are very high.
- **low** With such low prices, there are lots of eager buyers.
- **reasonable** (=not too high) The price was reasonable for such good food.
- **fair** I am sure we can agree on a fair price.
- **astronomical** (=extremely high) Many fans paid astronomical prices for their tickets.
- **exorbitant/extortionate** (=much too high) £10,000 seemed an exorbitant price for the rug.
- **inflated** (=higher than is usual or reasonable) People seem willing to pay inflated prices for houses in central London.
- **house/food/oil etc prices** A poor harvest led to higher food prices.
- **a good price** (=quite high) Did you get a good price for your car?
- **a bargain price** (also **a knockdown/giveaway price**) (=much lower than usual) We sell quality cars at bargain prices. | The house is available at a knockdown price of \$195,000.
- **the market price** (=the price of something on a market at a particular time) We think the stock's current market price is too high.
- **the asking price** (=the amount of money that someone is asking for when they are selling something, especially a house) The property is worth more than the asking price.
- **the purchase price** *formal* (=the price that someone pays when they buy something, especially a house) You can obtain a loan for up to 90% of the purchase price.
- **the retail price** (=the price that the public pays for something in a shop) Tax is 40% of the retail price of a typical bottle of wine.
- **the wholesale price** (=the price that a business such as a shop pays to buy something) Wholesale coffee prices have fallen.

- **verbs**
 - **a price goes up/rises/increases** When supplies go down, prices tend to go up.
 - **a price goes down/falls/decreases** In real terms, the price of clothes has fallen over the last ten years.
 - **a price shoots up/soars/roquets** (=increases quickly by a large amount) The price of oil soared in the 1970s.
 - **prices fluctuate** (=keep going up and down) Gas prices have continued to fluctuate in recent months.
 - **prices start from £200/\$300 etc** Ticket prices start from £39.00.
 - **prices range from £30 to £65 etc** Over 1,000 paintings will be shown with prices ranging from £50 to £5,000.
 - **put up/increase/raise a price** Manufacturers have had to put their prices up.
 - **cut/lower/reduce a price** The company recently cut the price of its best-selling car.
 - **slash a price** (=reduce it by a very large amount) Many carpet stores have slashed prices to bring in customers.
 - **fix a price** (=decide on it, sometimes illegally with others) Publishers are not permitted to fix prices with one another.
 - **agree on a price** Now all we need to do is agree on a price.
 - **pay a good/low etc price** I paid a very reasonable price for my guitar.
 - **get a good/reasonable etc price** (=be paid a particular amount for something) Farmers now get a decent price for their crop.
 - **fetch a good/high etc price** *British English*, **bring a good, high etc price** *American English* (=be sold for a particular amount of money) I'm sure the painting would fetch a good price in London.

■ price + NOUN

- **a price rise/increase** Consumers are facing more fuel price rises.
- **a price cut/reduction** Holiday sales were down, even with drastic price cuts.
- **a price freeze** (=when prices are kept at the same level by a company or by the government) A price freeze on nine basic goods was announced on June 14.

■ PHRASES

- **a fall/drop in prices** Poor demand led to a sharp drop in prices.
- **a rise in prices** The sharp rise in wholesale food prices will have to be passed onto customers.
- **in/outside sb's price range** (=used when saying that someone can/cannot afford to pay for something) Unfortunately, there was nothing in our price range.

■ COMMON ERRORS

- ▶ Do not say 'a convenient price'. Say **a reasonable price** or **a fair price**.
- • •

COLLOCATIONS (for Meaning 2)

■ verbs

- **pay a price** (=suffer) We paid a heavy price for our mistakes this season.
- **come at a price** (also **come at a high price**) (=involve suffering or a bad result) She won fame, but it came at a high price.
- **exact a price** *formal* (=make someone suffer) The success of the nation's businesses has exacted a dreadful price from the people.

■ adjectives

- **a high price** Smokers often pay a high price in terms of their health.
- **a heavy price** Any country breaking international law will be made to pay a heavy price.
- **a terrible price** The sport can exact a terrible price from its participants.

■ phrases

- **something is a small price to pay** (=something is worth suffering in order to achieve something more important) Changing his job would be a small price to pay to keep his marriage intact.
- • •

THESAURUS

- **price** *noun* [countable] the amount of money that you have to pay for something: The prices in that shop are rather high. | You can have a two-course meal for a special price of £9.95.
- **cost** *noun* [countable] the amount of money that you have to pay for services, activities, or things you need such as food and electricity: The cost of the two-day course is \$1,295. | Many banks are raising their borrowing costs. | a sudden increase in energy costs
- **value** *noun* [uncountable and countable] the amount of money that something is worth and that people are willing to pay if it is sold: The value of the painting was estimated at £500,000. | Fine wines may increase in value. | The shares have gone down in value.

II. price² *BrE* ^{AmE} *verb* [transitive]

[Word Family: adjective: ↑overpriced, ↑priceless, PRICEY/PRICY; verb: ↑price; noun: ↑price]

1. [usually in passive] to decide the price of something that is for sale:

 a reasonably priced apartment

be priced at something

 Tickets are priced at £75 each.

2. to put the price on goods to show how much they cost

3. to compare the prices of things:

 We spent Saturday morning pricing microwaves.

4. **price yourself out of the market** to demand too much money for the services or goods that you are selling
- • •

COLLOCATIONS

■ adverbs

- **highly priced** (=expensive) The clothes shops all seemed to be full of highly priced designer clothes.
- **reasonably priced** (=not too expensive) The food was good and reasonably priced.
- **moderately priced** (=not expensive) On the outskirts of many towns, you will find moderately priced motels.

- **competitively/keenly priced** (=not expensive compared with similar things) Lower costs meant that Japanese exports remained competitively priced.
- **modestly priced** (=cheap) There are some very modestly priced artificial plants to be had.
- **attractively priced** (=not expensive) These figurines are attractively priced at £32.

price

Freakuency Pack

12500 **350**^{MCW}
 15000 **497**^{COCA}
 RANGE: **1k** PRICE 103354
 price 57845
 priced 3102
 prices 36809
 pricing 3205
 priceless 1056
 pricey 1337

COCA 500k Unlemmatized

23027 **785**⁵⁰⁸⁵⁴ *nn1*
 2447 **6131**⁵⁹⁷³ *np1*
 385 **32916**⁴⁷³ *vv0*
 405 **32953**⁴⁷² *vvi*
 44 **111026**⁴⁸ *nnu*
 21 **171429**²¹ *jj*
 4 **451102**⁴ *vbz*