

brand1. [brænd] *n*

1. головня, головешка
2. 1) выжженное клеймо; тавро
- 2) фабричная марка; фабричное клеймо
- 3) клеймо (*орудие для клеймения*)
3. 1) *уст.* выжженное клеймо у преступника
- 2) клеймо, печать позора
the brand of villainy - печать злодейства /подлости/
4. сорт, качество, марка
good brand of flour - хороший сорт муки
good ordinary brand - обычный коммерческий сорт
5. *поэт.* факел
6. *поэт.* меч
7. *бот.*
 - 1) ржавчинный или головнёвый гриб
 - 2) головня вонючая (*Tilletia tritici*)
◇ a brand from /out of/ the fire /the burning/ - а) человек, спасённый от грозящей ему опасности /от верной гибели/; б) человек, спасённый от позора или греха

2. [brænd] *v*

1. 1) выжигать; ставить клеймо
- 2) оставлять отпечаток в памяти
it is branded on my mind - это запечатлелось в моей памяти
- 3) выделять, накладывая отпечаток
her hairstyle brands her as old fashioned - эта причёска делает её старомодной
2. клеймить
to brand with infamy - позорить
to brand smb. as a liar [a coward, a thief] - заклеить кого-л. как лжеца [труса, вора]

brand

Oxford Advanced Learners Dictionary 8th Ed.

brand [brand brands branded branding] *noun, verb* BrE [brænd] ¹ NAmE[brænd] ²*noun*

1. a type of product made by a particular company
 - Which brand of toothpaste do you use?
 - (BrE) You pay less for the supermarket's **own brand** .
 - (NAme) You pay less for the **store brand** .
 - **brand loyalty** (= the tendency of customers to continue buying the same brand)
 - Champagne houses owe their success to **brand image** .
 - the **leading brand** of detergent
- see also** ↑own-brand
2. a particular type or kind of sth
 - an unorthodox brand of humour
 - I don't think Bertha would appreciate your particular brand of sympathy .
3. a mark made with a piece of hot metal, especially on farm animals to show who owns them

Word Origin:

Old English brand 'burning', of Germanic origin; related to German **Brand**, also to ↑burn. The verb sense 'mark permanently with a hot iron' dates from late Middle English, giving rise to the noun sense 'a mark of ownership made by branding' (mid 17th cent.), which developed in to sense 1 (early 19th cent.).

Thesaurus:**brand** *noun* C

• a leading brand of toothpaste

make • • **model** • • **label** •

a brand/make/model of car

a **popular/leading/major/famous/well-known** brand/make/model/labelExample Bank:

- Supermarkets make a lot of profit on their own brand products.
- The company owes its success to brand image.
- The company's core brand value is consistency in quality and service.
- You pay less for the store brand.
- a well-known brand of toothpaste
- his particular brand of comedy
- own-brand/store-brand products
- the world's leading brand of vodka
- Champagne houses owe their success to brand image.
- His brand of sarcasm was well-known.

- Our main aim is to encourage brand loyalty.
- She has her own unique brand of humour.
- They developed their own brand of communism.
- This brand of rhythm and blues was different in several ways.
- We compared our product with the leading brand of detergent.
- You pay less for the supermarket's own brand.

verb often passive

1. to describe sb as being sth bad or unpleasant, especially unfairly
 - ~ **sb as sth** They were branded as liars and cheats.
 - ~ **sb + noun/adj.** The newspapers branded her a hypocrite.
2. ~ **sth (with sth)** to mark an animal with a ↑ **brand** _{n.} ⁽³⁾ to show who owns it

Verb forms:

verb forms	
present simple	
I / you / we / they	brand
	BrE /brænd/
	NAme /braend/
he / she / it	brands
	BrE /brændz/
	NAme /braendz/
past simple, past participle	branded
	BrE /brændɪd/
	NAme /braendɪd/
-ing form	branding
	BrE /brændɪŋ/
	NAme /braendɪŋ/

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brand

Longman DOCE 5th Ed. (En-En)

I. **brand** ¹ /brænd/ BrE ¹ AmE ¹ noun [countable]

[Language: Old English; Origin: 'torch, sword']

1. a type of product made by a particular company, that has a particular name or design ⇒ **make**

brand of

" What brand of detergent do you use?

brand leader/leading brand (=the brand that sells the most)

" products which lack a strong **brand image**

brand loyalty (=the tendency to always buy a particular brand)

own brand *British English* **store brand** *American English* (=a product made and sold by a particular store)

2. **brand of humour/politics/religion** **etc** a particular type of humour, politics, religion etc:

" a strange macabre brand of humour

3. a mark made or burned on a farm animal's skin that shows who it belongs to

• • •

COLLOCATIONS

■ ADJECTIVES/NOUN + brand

- **a leading brand** a leading brand such as Toshiba
- **a top brand** Kids want to have Nike and Reebok and other top brands.
- **a popular brand** I t's the most popular brand of tequila in Mexico.
- **an own brand** *British English*, **a store brand** *American English* (=sold by a particular store under its own name) A supermarket's own brand should cost less than the nationally advertised brands.

■ brand + NOUN

- **the brand leader** (=the brand that sells the most) Schwartz is the brand leader for herbs and spices in the UK.
- **a brand name** The use of tobacco brand names in sponsoring sports has been banned.
- **a brand image** (=the way a product or organization seems to the public) A company carefully protects its brand image.
- **brand loyalty** (=the tendency to always buy a particular brand) Advertising is used to sell a product and create brand loyalty.

II. **brand** ² BrE ² AmE ² verb [transitive]

1. to describe someone or something as a very bad type of person or thing, often unfairly

brand somebody (as) something

" You can't brand all football supporters as hooligans.

" Stealing that money has **branded** Jim **for life** – no one will trust him again.

2. to burn a mark onto something, especially a farm animal, in order to show who it belongs to

brand something with something

" Each cow was branded with the ranch's logo.

3. **technical** to give a name to a product or group of products so that they can be easily recognized by their name or design

brand12500 **3767**^{MCW}15000 **2085**^{COCA}RANGE: **3k** BRAND 17825

brand 11908

brands 4101

branded 1137

branding 679

COCA 500k Unlemmatized

6255 **4255**⁹⁴¹³ *nn1*655 **17350**¹³⁶² *np1*643 **24971**⁷⁵⁸ *jj21*189 **52513**²⁰³ *vvi*140 **61785**¹⁴⁹ *vv0*23 **163317**²³ *jj*