

product['prɒdʌkt] *n*

- продукт, продукция, изделие; фабрика; товар**
farm products - сельскохозяйственные продукты
finished products - готовые изделия
gross national product - *полит.-эк.* валовой национальный продукт; совокупный общественный продукт
net national product - *полит.-эк.* чистый национальный продукт
semi-finished /semi-manufactured/ product - полуфабрикат
food products - продукты, продовольственные товары
waste products - отходы
final /end/ product - а) конечный продукт; готовая продукция; б) готовое изделие
product inspection - контроль качества продукции
- результат**
products of one's labour - результаты труда
his book is the product of several years of research - его книга - результат /плод/ нескольких лет исследовательской работы
- мат.** произведение
- спец.** продукт реакции
active product - радиоактивный продукт
metabolic product - продукт обмена веществ

product

Oxford Advanced Learners Dictionary 8th Ed.

prod·uct [product products] *BrE* ['prɒdʌkt] ¹ *NAmE* ['prɑːdʌkt] ² **noun**

- countable, uncountable** a thing that is grown or produced, usually for sale
 - **dairy/meat/pharmaceutical, etc. products**
 - investment in **product development**
 - to **launch a new product** on to the market
 - (**business**) We need new product to sell (= a new range of products) .**see also** ↑end product, ↑gross national product
- countable** a thing produced during a natural, chemical or industrial process
 - the products of the reaction**see also** ↑by-product, ↑waste product
- countable** ~ **of sth** a person or thing that is the result of sth
 - The child is the product of a broken home.
- countable, uncountable** a cream, jelly or liquid that you put on your hair or skin to make it look better
 - This product can be used on wet or dry hair.
 - Don't put too much product on your skin.
- (**mathematics**) **countable** a quantity obtained by multiplying one number by another
 - The product of 21 and 16 is 336.

Word Origin:

late Middle English (as a mathematical term): from Latin **productum** 'something produced', neuter past participle (used as a noun) of **producere** 'bring forth', from **pro-** 'forward' + **ducere** 'to lead' .

Thesaurus:**product** **noun** C, U

- meat/pharmaceutical products
- goods** • • **merchandise** • • **produce** • |**economics commodity** •
- consumer/industrial** products/goods/commodities
- household** products/goods
- sell/market/buy/purchase** produce/a product/goods/merchandise/a commodity

Collocations:**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

Synonyms:

product

goods • commodity • merchandise • produce

These are all words for things that are produced to be sold.

product • a thing that is produced or grown, usually to be sold: ▫ to create/develop/launch a new product

goods • things that are produced to be sold: ▫ cotton/leather goods ◊ ▫ electrical goods

commodity • (*economics*) a product or raw material that can be bought and sold, especially between countries: ▫ rice, flour and other basic commodities

merchandise • [U] goods that are bought or sold; things that you can buy that are connected with or advertise a particular event or organization: ▫ official Olympic merchandise

goods or merchandise?

Choose **goods** if the emphasis is on what the product is made of or what it is for: ▫ leather/household goods. Choose

merchandise if the emphasis is less on the product itself and more on its brand or the fact of buying/selling it.

produce • [U] things that have been grown or made, especially things connected with farming: ▫ We sell only fresh local produce.

consumer/industrial products/goods/commodities

household products/goods

farm products/produce

luxury products/goods/commodities

to **sell/market** a product/goods/a commodity/merchandise/produce

to **export** a product/goods/a commodity/merchandise

to **buy/purchase** a product/goods/a commodity/merchandise/produce

Example Bank:

- Ensure you have adequate product descriptions.
- It's hard to find a competing product that is as compelling.
- Ken uses the very best styling products for Jessica's fine hair.
- Like many of his generation, he was a product of Japan's obsession with technology.
- Most companies haven't tested their products on humans yet.
- Our research enables companies to customize and tailor products to suit individual tastes.
- She is president of product management.
- The company is diversifying its product mix to attract new customers.
- The group says it will introduce nine new products before the end of the year.
- They offer a range of niche products online.
- They produce a product that meets the customer's quality requirements.
- They put a lot of time and money into packaging products.
- This new catalogue showcases our product.
- Those who used the products were generally satisfied with the quality.
- We are expanding the product line-up.

- We are using premium products to all our clients.
- We are using a lot of outside agencies to help us do product placement.
- We have a good product, but it needs to be marketed better.
- a wide range of beauty products
- agencies giving out promotional products
- an athlete who endorses a product
- an expensive specialty product
- cigarettes and other tobacco products
- everyday household products
- for those still concerned about product safety
- non-toxic cleaning products
- products offered by our insurance companies
- short product life cycles
- the company's flagship product
- the company's new product offerings
- the manufacture of chocolate from cocoa bean to the finished product
- the most successful new product launches of 2003
- the people who create and deliver the products and services
- the right product in the right place at the right time
- We need new product to sell.
- meat/pharmaceutical products
- to create/develop/launch a new product

product

Longman DOCE 5th Ed. (En-En)

product **S1 W1** /'prɒdʌkt \$ 'prɑː-BrE ˈ AmE ˈ noun

[**Word Family**: **noun**: ↑produce, ↑producer, ↑product, ↑production, ↑reproduction, ↑productivity; **adjective**: ↑productive ≠ ↑unproductive, ↑counterproductive, ↑reproductive, ↑reproducible; **verb**: ↑produce, ↑reproduce; **adverb**: ↑productively]

[**Date**: 1400-1500; **Language**: Latin; **Origin**: productum, from the past participle of producere; ⇒ ↑produce¹]

1. [**uncountable and countable**] something that is grown or made in a factory in large quantities, usually in order to be sold
agricultural/dairy/software etc products

- consumer products such as VCRs
- The London factory assembles the finished product.
- He works in marketing and product development.

2. **the product of something**

a) if someone is the product of a particular background or experience, their character is typical of that background or the result of that experience:

- Paula was the product of a sheltered middle-class home.

b) if something is the product of a particular situation, process etc, it is the result of that situation or process:

- The report was the product of four years' hard work.

3. [**countable**] **technical** the number you get by multiplying two or more numbers in ↑**mathematics**

4. [**countable**] something that is produced through a natural or chemical process:

- Hemoglobin is a product of red blood cells.

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COLLOCATIONS

■ ADJECTIVES/NOUN + product

- **a commercial product** They help firms turn good ideas into commercial products.
- **a consumer product** (=one that is bought by the public) Demand for consumer products has increased.
- **household products** Do you know what chemicals are in household products such as washing powder and paint?
- **beauty/hair products** She doesn't buy beauty products that have been tested on animals.
- **dairy/milk products** Some people are allergic to dairy products.
- **meat products** meat products like sausages, pies and burgers
- **the finished product** The quality of the finished product is all-important.

■ product + NOUN

- **product development** The money will be used to fund product development.
- **a product range/line** (=the range of things that a company makes and sells) We want to broaden the company's product line.

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THESAURUS

- **product** *noun* [**countable**] something that is made or produced in large quantities, usually in order to be sold: consumer products such as mobile phones | dairy products
- **goods** *noun* [**plural**] things that are produced in order to be sold, especially for use in the home: They sell furniture and other household goods. | electrical goods | white goods (=large electrical goods used in the home such as washing machines and refrigerators)
- **commodity** *noun* [**countable**] *formal* a type of product or raw material that can be bought and sold – used especially about basic food products, metals, and fuels: The decline in prices for agricultural commodities made the economic situation worse. | All metal was a valuable commodity and was rarely wasted.
- **merchandise** *noun* [**uncountable**] *formal* things that are being sold, especially in shops: Customers are not allowed to handle the merchandise. | Sales of books, videos, and other merchandise have increased.
- **wares** *noun* [**plural**] *written* things that are offered for sale, especially in a market or on the street: In the market, the traders

began selling their wares. | Merchants brought their wares from all over the world.

▪ **export** *noun* [countable often plural] a product that is sent to a foreign country in order to be sold: US exports rose to \$11.935 billion. | At the moment, oil is their biggest export.

▪ **import** *noun* [countable often plural] goods that are brought from one country into another to be sold there: The UK clothing industry cannot compete with foreign imports on price.

product

Freakuency Pack

12500 **455**^{MCW}

15000 **369**^{COCA}

RANGE: **1k** **PRODUCT** 132664

product 33217

products 40486

production 40876

productions 3110

productive 7268

productively 337

unproductive 516

productivity 6854

COCA 500k Unlemmatized

16944 **1263**³³¹⁶³ *nn1*

36 **119081**⁴² *nnu*

11 **234641**¹² *jj*
