

firm

I

[fɜ:m] *n*

фирма торговый дом

◇ long firm - компания мошенников, закупающих товары в кредит от имени несуществующей фирмы

II

1. [fɜ:m] *a*

1. твёрдый

firm ground - суша

to be on firm ground - чувствовать твёрдую почву под ногами, чувствовать себя уверенно

firm flesh [muscles] - упругое тело [-ие мускулы]

2. 1) крепкий, прочный, устойчивый

firm foundation - прочный фундамент, прочное основание

firm nerves - крепкие нервы

a firm seat in the saddle - устойчивая посадка в седле

roots firm in the earth - корни, крепко сидящие в земле

to be firm on one's legs - крепко держаться на ногах

to walk with a firm tread - идти уверенной походкой

2) твёрдый, неизменный

firm prices - твёрдые цены

firm power - *амер.* обеспеченная мощность электростанции

3. твёрдый, непоколебимый, нерушимый; верный (своим убеждениям)

firm conviction - твёрдое убеждение

firm faith /belief/ - твёрдая вера

firm friends - верные друзья

4. решительный, настойчивый

firm measures - решительные меры

firm treatment of children - строгое обращение с детьми

firm chin - упрямый подбородок

firm offer - окончательное предложение

to look firm - иметь непреклонный вид

to take a firm hold of smth. - взять что-л. в свои руки

◇ to rule with a firm hand - править твёрдой рукой

to be as firm as a rock - быть твёрдым как скала; не поддаваться искушениям

2. [fɜ:m] *adv*

крепко, твёрдо, прочно, неизменно

to stand firm - стоять прочно (*тж. перен.*)

to hold firm to smth. - крепко держаться за что-л., прочно придерживаться чего-л.

3. [fɜ:m] *v*

1. 1) укреплять; уплотнять

to firm the soil - уплотнять почву

to firm the ground after planting - утрамбовывать землю после посадки растений

2) укрепляться; уплотняться (*тж. firm up*)

2. застывать

the jelly firmed quickly - желе быстро застыло

3. замораживать (*цены и т. п.*; *тж. firm up*)

we must act to firm the prices up - мы должны принять меры к тому, чтобы сохранить прежний уровень цен

firm

Oxford Advanced Learners Dictionary 8th Ed.

firm [firm firms firmed firming firmer firmest] noun, adjective, adverb, verb *BrE*[fɜːm] ¹ *NAmE* [fɜːrɪŋ] ²

noun

a business or company

• an engineering firm

• a firm of accountants

Word Origin:*adj.* and *adv.* *v.* Middle English Old French *ferme* Latin *firmus**n.* late 16th cent. Spanish Italian *firma* medieval Latin Latin *firmare* 'fix, settle' late Latin 'confirm by signature' *firmus* 'firm' ↑*farm*Thesaurus:**firm** noun *C*

• an engineering firm

company • business • partnership • house • practice • corporation • operation • |informal outfit • |business, journalism enterprise •

a family firm/company/business/partnership/... house/practice/operation/enterprise

manage a/an firm/company/business/partnership/... house/corporation/operation/outfit/enterprise

work for/join/leave/resign from a/an firm/company/business/partnership/... house/practice/corporation

Firm or company? Firm is often used to talk about a small, fairly specialized organization, especially one that sells professional

advice or services

- a law/consulting/insurance firm
- a firm of accountants

Firm is also often used about companies that have been operating for a long time or companies run by a family. **Company** is much wider in range.

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

Example Bank:

- Local firms are finding it difficult to compete in the international market.
- She hired a firm of private detectives to follow him.
- She set up her own software firm.
- The firm employs 85 000 people around the world.
- The firm was taken over by a multinational consultancy.
- The well-established firm closed down with the loss of 600 jobs.
- They are likely to merge with a bigger firm.
- US firms operating in China
- a firm called Data Inc., based in Chicago
- a firm specializing in high-tech products
- start-up firms in the booming computer market
- the decision to close down the firm
- the different departments within the firm
- He got a job with a London engineering firm.

- I'm working for a firm of accountants.
- a firm of accountants/consultants/lawyers/solicitors
- a/an engineering/law/consulting/insurance/security firm
- a/an old/long-established/old-fashioned/reputable/renowned firm
- a/the family firm
- his father's firm
- the city's oldest and most prestigious law firm

Idioms: ↑firm hand ▪ ↑hold firm ▪ ↑on firm ground ▪ ↑stand fast ▪ ↑take a firm line

Derived Word ↑firmness

Derived ↑firm up ▪ ↑firm up something

adjective (firm-er, firm-est)

1. fairly hard; not easy to press into a different shape

- a firm bed/mattress
- These peaches are still firm.
- It was good to feel the firm ground underfoot after hours of trudging through flooded fields.
- Bake the cakes until they are firm to the touch.

2. not likely to change

- a **firm believer** in socialism
- a **firm agreement /date/decision/offer/promise**
- **firm beliefs/conclusions/convictions/principles**
- She is a **firm favourite with** the children.
- We have no **firm evidence** to support the case.
- They remained **firm friends** .

3. strongly fixed in place

Syn: ↑secure

- Stand the fish tank on a firm base.
- No building can stand without firm foundations, and neither can a marriage.

4. (of sb's voice or hand movements) strong and steady

- 'No,' she repeated, her voice firmer this time.
- With a **firm grip** on my hand, he pulled me away.
- She took a firm hold of my arm.
- Her handshake was cool and firm.

5. (of sb's behaviour, position or understanding of sth) strong and in control

- to exercise **firm control/discipline/leadership**
- Parents must **be firm with** their children.
- The company now has a **firm footing** in the marketplace.
- This book will give your students a **firm grasp of** English grammar.
- We need to keep a **firm grip** on the situation.

6. usually before noun ~ (against sth) (of a country's money, etc.) not lower than another

- The euro remained firm against the dollar, but fell against the yen.

see also ↑firmly

Word Origin:

adj. and **adv.** v. Middle English Old French **ferme** Latin **firmus**

n. late 16th cent. Spanish Italian **firma** medieval Latin Latin **firmare** 'fix, settle' late Latin 'confirm by signature' **firmus** 'firm' ↑farm

Thesaurus:

firm **adj.**

1. (approving)

- four large tomatoes, ripe but firm

hard • • **solid** • • **stiff** • • **rigid** •

Opp: soft

a firm/hard/solid **surface**

firm/hard **ground**

Firm or hard? Hard things are harder than **firm** things. **Hard** can mean 'very hard' or 'too hard'

- Diamonds are the hardest known mineral.
- a hard mattress

Firm is always a positive word: a **hard mattress** is a bad thing, but a **firm mattress** is good.

2.

- Stand the fish tank on a firm base.

secure • • **steady** • • **stable** •

Opp: unstable

a firm/secure/steady/stable **foundation**

a firm/secure/stable **base**

Example Bank:

- I have always been quite firm with my children.
- Jo held firm: nothing else would do.

- Use extra stuffing to make the cushions firmer.
- We stand firm on these principles.
- exercises to keep your muscles firm
- At the age of 87 he is still a firm believer in socialism.
- Close the hatches with a firm push on the lever.
- Further research is needed before any firm conclusions can be drawn.
- He handshake was cool and firm.
- He put a hand on her shoulder, which was firm and slender.
- Her employees regarded her as firm but fair.
- It was good to feel the firm ground underfoot
- Many of the teachers feel that firmer discipline is needed in the school.
- No firm agreement was reached.
- No firm date has yet been set for the launch.
- People are looking towards him for firm leadership.
- Planking was placed between the rails to provide a firm footing for the horses.
- The authorities took firm action to end the violence.
- They remained firm friends.
- four large tomatoes, ripe but firm

adverb

Word Origin:

adj. and adv. v. Middle English Old French *ferme* Latin *firmus*

n. late 16th cent. Spanish Italian *firma* medieval Latin Latin *firmare* 'fix, settle' late Latin 'confirm by signature' *firmus* 'firm' ↑farm

verb

1. transitive ~ sth to make sth become stronger or harder

- Firm the soil around the plant.
- This product claims to firm your body in six weeks.

2. intransitive ~ (to/at...) (finance) (of shares, prices, etc.) to become steady or rise steadily

- Rank's shares firmed 3p to 696p.

Verb forms:

verb forms	
present simple	
I / you / we / they	firm
	BrE /fɜːm/
	NAmE /fɜːrmi/
he / she / it	firms
	BrE /fɜːmz/
	NAmE /fɜːrmz/
past simple, past participle	firmed
	BrE /fɜːmd/
	NAmE /fɜːrmd/
-ing form	firmiting
	BrE /fɜːmɪŋ/
	NAmE /fɜːrmiŋ/

Word Origin:

adj. and adv. v. Middle English Old French *ferme* Latin *firmus*

n. late 16th cent. Spanish Italian *firma* medieval Latin Latin *firmare* 'fix, settle' late Latin 'confirm by signature' *firmus* 'firm' ↑farm

firm

Longman DOCE 5th Ed. (En-En)

I. **firm**¹ **S1 W1** /fɜːm/ fɜːrm BrE¹ AmE¹ noun [countable]

[Date: 1700-1800; Language: Italian; Origin: *firma* 'signature', from Latin *firmare* 'to show to be true', from *firmus*; ⇒ ↑firm²]

a business or company, especially a small one

electronics/advertising/law etc firm

" She works for an electronics firm.

a firm of accountants/solicitors/builders etc

" Kevin is with a firm of accountants in Birmingham.

• • •

COLLOCATIONS

ADJECTIVES/NOUN + firm

- a large/big firm He is managing director of a large firm.
- a small firm He trained with a small firm in Cardiff.
- a medium-sized firm The law will not effect medium-sized firms with less than 100 employees.
- an engineering/building/electronics etc firm Fred worked for an electronics firm.
- a law/accounting/advertising etc firm She was offered a job with a law firm.
- a British/American Swiss etc firm British firms are competing with a number of foreign companies.
- a local firm The equipment was supplied by a local firm.
- a foreign firm There has been renewed competition from foreign firms.
- a family firm The business grew from a small family firm into a large company.

phrases

- **a firm of solicitors/accountants/surveyors etc** Ms Shaw is a partner in a firm of solicitors.

verbs

- **work for a firm** Chris has been working for this firm for nearly 20 years.
- **join a firm** He joined the firm when he was in his early twenties.
- **leave a firm** She left the firm in 2007.
- **a firm employs somebody** The firm employs more than 200 people.
- **a firm produces something** Our firm produces computer software for the business market.
- **a firm supplies something** The firm supplies office furniture to local businesses.

...

THESAURUS

- **company** an organization that makes or sells something, or provides a service: big oil companies | telephone companies | He runs a software company.
- **firm** a company, especially one that provides a service rather than producing goods: a law firm | a firm of accountants | a security firm
- **business** a company – often used when talking about a company that employs only a small number of people: She set up her own catering business. | small businesses | a family business
- **corporation** a large company that often includes several smaller companies: IBM is one of the biggest corporations in the world.
- **multinational** a very large company with offices in many different countries: American multinationals are establishing research and development facilities across the developing world.
- **conglomerate** /kən'glɒməreɪt, kən'glɒməraɪt \$ -'glɑːŋ-/ a very large company that consists of several different companies which have joined together: The company was taken over by a German media conglomerate.
- **giant** a word used mainly by newspapers for a very large company: Their clients include the retail giant, Wal-Mart.
- **subsidiary** a company that is owned by a larger company: The company runs its New York operations through a US subsidiary.

II. firm² S3 W2 BrE " AmE " adjective

[Word Family: noun: ↑firmness, ↑infirmary, the infirm; adjective: ↑firm, ↑infirm; adverb: ↑firmly]

[Date: 1300-1400; Language: Old French; Origin: Latin firmus]

1. not completely hard, but not soft, and not easy to bend into a different shape **OPP soft**

- The sofa cushions are fairly firm.
- a firm green apple
- Most doctors recommend sleeping on a firm mattress.

2. strongly fixed in position, and not likely to move **SYN secure**:

- Make sure the ladder feels firm before you climb up.
- A concrete foundation was poured after digging down to firm ground.
- Mount the tanks side by side on a firm base.

3. not likely to change

firm conviction/commitment/belief etc

- Our client hasn't reached a firm decision on the matter yet.
- Blackpool remains a firm favourite with holiday makers from Northern Ireland.
- Corey was always a firm believer in prayer.
- They made a firm offer (=offered to pay a particular amount) on the house over the weekend.
- Diana and Laura have been firm friends (=close friends) since their early teens.

4. showing in the way that you behave or speak that you are the person in control and that you are not likely to change your answer, belief etc:

- Cal replied with a polite but firm 'no'.
- What this country needs is firm leadership.

be firm with somebody

- You need to be firm with her or she'll try to take advantage of you.

5. **HAND a firm grip/hold/grasp etc** if you have something in a firm grip etc, you are holding it tightly and strongly:

- He took a firm grip of my arm and marched me towards the door.
- a firm handshake

6. **take a firm stand/line** to state your opinion clearly and not be persuaded to change it

7. **stand/hold firm** to not change your actions or opinions

stand/hold firm against

- Jones is urging Christians to stand firm against abortion.

8. **a firm hand** a strict way of dealing with someone:

- These children need a firm hand.

9. **MONEY [not before noun]** if the value of a particular country's money is firm, it does not fall in value **SYN steady**

firm against

- The pound is still firm against the dollar.

—firmly adverb

—firmness noun [uncountable]

III. firm³ BrE " AmE " verb [transitive]

to press down on soil to make it harder or more solid

firm something ↔ up phrasal verb

1. to make arrangements, ideas etc more definite and exact:

- We're hoping to firm up the deal later this month.

2. to make a part of your body have more muscle and less fat by exercising

firm12500 **613**^{MCW}15000 **999**^{COCA}RANGE: **2k** **FIRM** 46639

firm 37852

firmness 396

firmly 7473

firmer 610

firmest 62

firmed 100

firming 146

COCA 500k Unlemmatized

14227 **1452**²⁸⁹⁹³ *nn1*7148 **4536**⁸⁷⁶⁰ *jj*73 **88089**⁷⁵ *vv0*12 **224673**¹³ *nnu*11 **245999**¹¹ *vvi*