

goodwill[ˌɡʊdˈwɪl] *n*

1. 1) **расположение**
to gain [to retain] smb.'s goodwill - приобрести [сохранить] чьё-л. расположение
- 2) **доброжелательность**
2. **добрая воля**
policy of goodwill - политика доброй воли
people of goodwill - люди доброй воли
in the spirit of goodwill - в духе доброй воли
to give smth. with goodwill - отдать что-л. по доброй воле
3. **рвение, готовность**
to be full of goodwill - быть преисполненным желанием /искренне хотеть/ (сделать что-л.)
to set to work with goodwill - приняться за работу засучив рукава
4. **юр.**
 - 1) **ценность фирмы**, определяющаяся её клиентурой, репутацией *и т. п.* ; престиж фирмы
 - 2) **передача прав на фирму и её деловые связи** (при продаже торгового предприятия)
to give up the goodwill - уступить /передать/ права на фирму
 - 3) **собственность**
books belonging to the publisher's goodwill - книги, находящиеся в собственности издателя

goodwill

Oxford Advanced Learners Dictionary 8th Ed.

good-will [goodwill] *BrE* [ˌɡʊdˈwɪl] [ⓘ] *NAmE* [ˌɡʊdˈwɪl] [ⓘ] **noun uncountable**

1. **friendly or helpful feelings towards other people or countries**
 - a spirit of goodwill in international relations
 - a **goodwill gesture/a gesture of goodwill**
 - The President is on a goodwill visit to Japan.
 - Given goodwill on both sides, I am sure we can reach an agreement.
 - Theatres increasingly have to rely on the goodwill of private sponsors to survive
2. **the good relationship between a business and its customers that is calculated as part of its value when it is sold**

Example Bank:

- He expressed goodwill towards his former colleagues.
- The government released him as a gesture of goodwill.
- They are in danger of losing the government's goodwill.
- They made the offer in a spirit of goodwill.

goodwill

Longman DOCE 5th Ed. (En-En)

good-will /ˌɡʊdˈwɪl-/ *BrE* [ⓘ] *AmE* [ⓘ] **noun** [uncountable]

1. **kind feelings towards or between people and a willingness to be helpful:**
[ⓘ] A fund was set up as a goodwill gesture to survivors and their families.
the season of goodwill (=Christmas)
2. **the value that a company has because it has a good relationship with its customers:**
[ⓘ] The sale price also covers the goodwill of the business.

goodwill

Freakuency Pack

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