

diversify

[daɪˈvɜːsɪfaɪ] v

1. разнообразить, варьировать; порождать многообразие
2. *амер.* вкладывать в различные предприятия (*капитал*)

diversify

Oxford Advanced Learners Dictionary 8th Ed.

di-ver-sify **AW** [diversify diversifies diversified diversifying] **BrE** [daɪˈvɜːsɪfaɪ]

NAME [daɪˈvɜːrsɪfaɪ] **verb** (di-ver-si-fies, di-ver-si-fy-ing, di-ver-si-fied, di-ver-si-fied)

1. **intransitive, transitive ~ (sth) (into sth)** (especially of a business or company) to develop a wider range of products, interests, skills, etc. in order to be more successful or reduce risk

Syn: ↑branch out

- Farmers are being encouraged to diversify into new crops.

2. **intransitive, transitive** to change or to make sth change so that there is greater variety

- Patterns of family life are diversifying.

- ~ **sth** The culture has been diversified with the arrival of immigrants.

Derived Word ↑diversification

Verb forms:

verb forms	
present simple	
I / you / we / they	diversify
	BrE /daɪˈvɜːsɪfaɪ/
	NA ME /daɪˈvɜːrsɪfaɪ/
he / she / it	diversifies
	BrE /daɪˈvɜːsɪfaɪz/
	NA ME /daɪˈvɜːrsɪfaɪz/
past simple, past participle	diversified
	BrE /daɪˈvɜːsɪfaɪd/
	NA ME /daɪˈvɜːrsɪfaɪd/
-ing form	diversifying
	BrE /daɪˈvɜːsɪfaɪɪŋ/
	NA ME /daɪˈvɜːrsɪfaɪɪŋ/

Word Origin:

late Middle English (in the sense 'show diversity'): via Old French from medieval Latin *diversificare* 'make dissimilar', from Latin *diversus*, past participle of *divertere*, from *di-* 'aside' + *vertere* 'to turn'.

Example Bank:

- The company has been trying to diversify its business.

diversify

Longman DOCE 5th Ed. (En-En)

di-ver-si-fy **AC** /daɪˈvɜːsɪfaɪ/ **BrE** ^ˈ **AmE** ^ˈ **verb** (past tense and past participle **diversified**, present participle **diversifying**, third person singular **diversifies**)

[**Word Family:** noun: ↑diversification, ↑diversity; verb: ↑diversify; adverb: ↑diversely; adjective: ↑diverse]

1. [**intransitive and transitive**] if a business, company, country etc diversifies, it increases the range of goods or services it produces **diversify (away) from**

- farmers forced to diversify away from their core business

diversify into

- The company is planning to diversify into other mining activities.

- We need to diversify the economy.

2. [**intransitive and transitive**] to change something or to make it change so that there is more variety:

- User requirements have diversified over the years.

3. [**intransitive**] **technical** to put money into several different types of ↑investment instead of only one or two

diversify into

- Spread the risk by diversifying into dollar bonds.

—**diversification** /daɪˈvɜːsɪfəˈkeɪʃən/ **BrE** /daɪˈvɜːrsɪfəˈkeɪʃən/ **AmE** /daɪˈvɜːrsɪfəˈkeɪʃən/ **noun** [uncountable]:

- diversification of the rural economy

diversify

Freakuency Pack

12500 **7508**^{MCW}

15000 **4625**^{COCA}

RANGE: **5k** **DIVERSIFY** 3699

diversify 892

diversifies 31

diversified 1510

diversifying 341

diversification 925

COCA 500k Unlemmatized

650 **25403**⁷³⁸ **vv1**

136 **60753**¹⁵⁴ **vv0**