

lucrative[ˈluːkrətɪv] *a*

прибыльный, доходный, выгодный

lucrative employment [trade] - прибыльное занятие [дело]

lucrative contract - выгодный договор

Oxford Advanced Learners Dictionary 8th Ed.

lucrative**lu·cra·tive** *BrE* [ˈluːkrətɪv] *v* *NAmE* [ˈluːkrətɪv] *v* *adjective*

producing a large amount of money; making a large profit

- a **lucrative business/contract/market**
- Had the plan worked it would have proved highly lucrative.

Derived Word ↑**lucratively**Word Origin:[**lucrative lucratively**] late Middle English: from Latin **lucrativus**, from **lucrat-** 'gained', from the verb **lucrari**, from **lucrum**.Synonyms:**successful**

profitable • commercial • lucrative • economic

These words all describe sb/sth that is making or is likely to make money.

successful • making a lot of money, especially by being popular. ▫ The play was very successful on Broadway. ◇ ▫ The company has had another successful year.**profitable** • making a profit. ▫ a highly profitable business**commercial** • [only before noun] making or intended to make a profit. ▫ The movie was not a commercial success. ▫ (= made no profit) ▫.**lucrative** • (of business or work) producing or paying a large amount of money; making a large profit. ▫ They do a lot of business in lucrative overseas markets.**economic** • (often used in negative sentences) (of a process, business or activity) producing enough profit to continue: ▫ Small local shops stop being economic when a supermarket opens up nearby.a successful/profitable/lucrative **business**a successful/profitable/lucrative **year**a(n) commercial/economic **success**Example Bank:

- a financially lucrative venture
- Many of the engineers left the service for more lucrative jobs abroad.
- The firm has a lucrative business contract with the Scottish Executive.
- They do a lot of business in lucrative overseas markets.

lucrative

Longman DOCE 5th Ed. (En-En)

lu·cra·tive /ˈluːkrətɪv/ *BrE* *v* *AmE* *v* *adjective*[Date: 1400-1500; Language: Latin; Origin: **lucrativus**, from **lucrari** 'to gain', from **lucrum**; ⇨ ↑**lucre**]a job or activity that is lucrative lets you earn a lot of money **SYN profitable****lucrative business/market/contract etc**

He inherited a lucrative business from his father.

lucrative

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