

trade

1. [treɪd] *n*
 - 1) **занятие, ремесло, профессия**
the tools of one's trade - орудия ремесла, рабочий инструмент
the trade of weaver[of tailor, of shoemaker] - ремесло /профессия/ ткача [портного, сапожника]
the trade of war - военная профессия
a saddler [a potter, a blacksmith, a grocer, a mason] by trade - шорник [гончар, кузнец, бакалейщик, каменщик] по профессии
to put smb. to a trade - учить кого-л. ремеслу
to know one's trade - знать своё дело
to learn one's trade - овладеть своим ремеслом
what's your trade? - чем вы занимаетесь?
 - 2) **редк. рабочий; ремесленник**
mechanical trades - слесари
2. **отрасль торговли; отрасль производства; отрасль промышленности; промышленность**
the building [the furniture] trade - строительная [мебельная] промышленность
the publishing [printing] trade - издательское [типографское] дело
3. 1) **торговля**
coastal trade - каботажная торговля
domestic /home, inland/ trade - внутренняя торговля
foreign /overseas/ trade - внешняя торговля
fair trade - а) торговля на основе взаимной выгоды; б) *сл.* контрабанда
illicit trade - незаконная торговля, торговля наркотиками
wholesale [retail] trade - оптовая [розничная] торговля
tea [ivory] trade - торговля чаем [слоновой костью] [*ср. тж.* 4, 2)]
trade in arms [in cotton] - торговля оружием [хлопком]
liberty /freedom/ [prohibition, stoppage] of trade - свобода [запрет, прекращение] торговли
to be in trade - заниматься торговлей [*см. тж.* 5, 1)]
to go into trade - заняться торговлей
to do a lot of trade - много торговать
to carry on /to engage in/ the trade of smth. - вести торговлю чем-л.
to drive a good trade - вести оживлённую торговлю
to revive[to restrict] trade - возобновлять [ограничивать] торговлю
to put a stop to trade between two countries - прекратить торговлю между двумя странами
trade is at a standstill - торговля находится в состоянии застоя, торговля сошла на нет
he's doing a roaring trade - он ведёт баснословно выгодную торговлю, торговля стала для него золотым дном
- 2) **рынок**
souvenirs for the tourist trade - сувениры для продажи туристам
- 3) **деловая активность**
trade recession - спад деловой активности
I got caught in what is politely called a trade recession - \cong грубо /попросту/ говоря, я остался без работы
4. (*обыкн.* the trade) **собир.**
 - 1) **торговое сословие; купцы, купечество**
trade and gentility - торговое и дворянское сословия
to marry into trade - выйти замуж за торговца
 - 2) **торговцы или предприниматели (в какой-л. отрасли); представители определённой профессии**
the woollen [the ivory, the tea] trade - торговцы шерстью [слоновой костью, чаем] [*ср. тж.* 3, 1)]
a member of the writing trade - член писательской братии, писатель
the book trade opposes national censorship - книготорговцы выступают против государственной цензуры
 - 3) **разг.** лица, имеющие право продажи спиртных напитков; пивовары, винокуры
 - 4) **издатели и книготорговцы**
 - 5) **мор. разг.** подводный флот
 5. 1) **розничная торговля, магазин, лавка**
to be in trade - быть торговцем, иметь магазин /лавку/ [*см. тж.* 3, 1)]
 - 2) **розничные торговцы**
 6. **клиентура, покупатели**
to wait on trade - обслуживать покупателей
to have a lot of trade - иметь большую /богатую/ клиентуру
I think our products will appeal to your trade - я думаю, что наши товары понравятся вашим покупателям
 7. 1) **сделка; обмен**
an even trade - равноценный обмен /-ая сделка/
in trade for smth. - в обмен на что-л.
to make a good trade - заключить выгодную сделку
to take smth. in trade - приобрести что-л. в порядке обмена
 - 2) **полит.** соглашение; сделка
 8. **обыкн. pl** = trade wind
 9. **диал. или уст.**
 - 1) образ жизни
 - 2) линия поведения
 - 3) способ; обычай, привычка

10. *диал. или уст.* путешествия туда и обратно; отъезд и приезд; уход и приход

11. *уст. или диал.* суматоха; тревоги, тревожнения

12. *диал.*

1) хлам; мусор; отбросы

2) низы общества, дрянь, шваль

◇ everyone to his trade - *посл.* каждому своё

two of a trade never/seldom/ agree - *посл.* два специалиста редко соглашаются друг с другом

2. [treɪd] а

1. торговый

trade agreement /pact/ - торговое соглашение

trade balance [ˈbæləns] - торговый баланс [барьер]

trade mark-up - торговая надбавка

trade wars - торговые войны

2. промышленный; экономический

trade association - промышленное объединение [*см. тж.* 3]

trade fair - промышленная ярмарка

trade journal /magazine/ - экономический журнал, журнал новостей промышленности и торговли [*см. тж.* 3]

3. профессиональный

trade journal - профессиональный/специальный журнал [*см. тж.* 2]

trade paper - профессиональная газета

trade association - профессиональное объединение [*см. тж.* 2]

trade jargon - профессиональный жаргон

3. [treɪd] v

1. торговать

to trade heavily - вести широкую /оживлённую/ торговлю

to trade in silk [in wool, in cotton, in salt] - торговать шёлком [шерстью, хлопком, солью]

to trade with Egypt [with a foreign firm] - торговать с Египтом [с иностранной фирмой]

2. 1) менять, обменивать

to trade knives and beads for skins - обменивать ножи и бусы на шкуры

to trade a city lot for a farm - обменять городской участок на ферму

2) обмениваться

we traded seats with them - мы обменялись с ними местами

they traded anecdotes - они обменялись (свежими) анекдотами

3. *разг.* быть постоянным покупателем (*определённого магазина*); отовариваться

to trade with the local grocer /at the local grocery/ - быть постоянным клиентом местного бакалейщика

4. продавать (*свои политические убеждения и т. п.*)

to trade in /on/ one's political influence - торговать своим политическим влиянием

5. (on, upon) извлекать выгоду, использовать в личных целях

to trade on the credulity of a client - использовать доверчивость /обмануть/ покупателя

to trade on one's father's fair name - спекулировать добрым именем своего отца

trade

Oxford Advanced Learners Dictionary 8th Ed.

trade [trade trades traded trading] noun, verb BrE [treɪd] ^m NAmE [treɪd] ^m

noun

1. **uncountable** the activity of buying and selling or of exchanging goods or services between people or countries

• **international /foreign trade**

• Trade between the two countries has increased.

• the international trade in oil

• the **arms/drugs, etc. trade**

see also ↑balance of trade, ↑fair-trade, ↑free trade

2. **countable** a particular type of business

• the **building/food/tourist, etc. trade**

• He works in the **retail trade** (= selling goods in shops/stores) .

see also ↑rag trade

3. **the trade** **singular + singular or plural verb** a particular area of business and the people or companies that are connected with it

• They offer discounts to the trade (= to people who are working in the same business) .

• a **trade magazine /journal**

• Their company is respected and well known in the trade.

see also ↑stock-in-trade

4. **uncountable, countable** the amount of goods or services that you sell

Syn: ↑business

• Trade was very good last month.

5. **uncountable, countable** a job, especially one that involves working with your hands and that requires special training and skills

• He was a carpenter **by trade** .

• When she leaves school, she wants to learn a trade.

• She was surrounded by **the tools of her trade** (= everything she needs to do her job) .

see a jack of all trades **at** ↑jack _n, ply for hire/trade/business ply your trade **at** ↑ply _v, do a roaring trade (in sth) **at** ↑roaring, the

tricks of the trade **at** ↑trick _n.

Word Origin:

late Middle English (as a noun): from Middle Low German, literally track, of West Germanic origin; related to **↑tread**. Early senses included 'course, way of life', which gave rise in the 16th cent. to 'habitual practice of an occupation', 'skilled handicraft'. The current verb senses date from the late 16th cent.

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

Collocations:

International relations

Trade

facilitate/regulate trade (with other countries)
form/join a trading bloc
live in/compete in a global/the world economy
support/promote free trade
adopt/call for/oppose protectionist measures
erect/impose/reduce/remove trade barriers
impose/lift/raise/eliminate import tariffs (on sth)
have/run a huge/large/growing trade surplus/deficit
embrace/resist/drive globalization

Politics and law

conduct/handle/talk about/discuss foreign policy
pursue an aggressive/a hawkish foreign policy

require/use/conduct diplomacy
establish/break off/sever/restore diplomatic relations
foster/promote/strengthen regional cooperation
facilitate/achieve economic/political integration
exercise/defend/protect/transfer/restore/regain national/state/full/limited sovereignty
consolidate/extend/lose/retain your power (in the region)
hold/maintain/change/alter/shift/be a shift in the balance of power (in the region)
cause/create/open/expose/heal/repair a deep/growing/major/serious rift between X and Y

Meetings and agreements

have/hold/host/attend an international conference/an economic forum/a G20 summit
launch a new round of global/multilateral/world trade negotiations
send/head/lead/meet a high-level/an official/a trade delegation
begin/start/continue/resume peace talks
be committed to/be opposed to/disrupt/undermine/derail/sabotage the peace process
negotiate/achieve a lasting political settlement
broker/sign a peace deal/agreement/treaty

Conflict

be/constitute/pose a threat to global security
compromise/endanger/protect national security
justify/be in favour of/ (especially US) be in favor of/be against military intervention
threaten/authorize/launch/take/support/oppose unilateral/pre-emptive military action
impose/enforce/lift/end economic sanctions/an arms embargo/a naval blockade
close/protect/secure/patrol the border
lead/be involved in a peacekeeping operation

Aid

negotiate/announce a \$15 billion aid package/an economic stimulus package
send/provide/request/cut off military aid
bring/provide emergency/humanitarian relief
deliver/distribute medical supplies/(BrE) food parcels
fund/run a foreign/a local/an international NGO
reduce/eradicate child/global/world poverty

Synonyms:

work

employment • career • profession • occupation • trade

These are all words for the work that sb does in return for payment, especially over a long period of time.

work • the job that sb does, especially in order to earn money: ▪ It's very difficult to find work at the moment.

employment • (rather formal) work, especially when it is done to earn money; the state of being employed or the situation in which people have work: ▪ Only half the people here are in paid employment.

career • the job or series of jobs that sb has in a particular area of work, usually involving more responsibility as time passes: ▪ He had a very distinguished career in the Foreign Office.

profession • a type of job that needs special training or skill, especially one that needs a high level of education: ▪ He hopes to enter the medical profession.

The profession is all the people who work in a particular profession: ▪ the legal profession. **The professions** are the traditional jobs that need a high level of education and training, such as being a doctor or lawyer.

occupation • (rather formal) a job or profession: ▪ Please state your name, age, and occupation.

trade • a job, especially one that involves working with your hands and requires special training and skills: ▪ Carpentry is a highly skilled trade.

in/out of work/employment

(a) **full-time/part-time** work/employment/career/occupation

permanent/temporary work/employment

(a) **well-paid** work/employment/profession/occupation

(a) **low-paid** work/employment/occupation

to **look for/seek/find** work/employment/a career/an occupation

to **get/obtain/give sb/offer sb/create/generate/provide** work/employment

Example Bank:

- All around the pyramids, salespeople were doing a roaring trade in souvenirs.
- All manner of hawkers and street sellers were plying their trade.
- He built up a trade in seeds, corn and manure.
- It has been a bad year for the retail trade.
- Several local companies took part in a trade mission to Spain.
- She is a carpenter by trade.
- She's in the wholesale fruit trade.
- Shops have lost a day's trade.
- Steps were taken to ban the trade in ivory.
- The US has restricted trade with India.
- The US was accused of employing unfair trade practices.
- The countries were locked in a trade war, refusing to allow imports of each other's goods.
- The employees were fired for divulging trade secrets to a competitor.

- The experienced artisan would pass on the tricks of the trade to the apprentice.
- The five countries formed a regional trade bloc.
- The organization promotes fair trade with developing countries.
- The road has been an important trade route since prehistoric times.
- The store has lost a day's trade.
- The vase was bought by a trade buyer.
- These flour sacks are known in the trade as 'pockets'.
- They already dominated the domestic trade in raw jute.
- Trade between the Adriatic ports and their hinterland had grown.
- Work in the building trades became scarce.
- a bid to boost foreign trade
- attempts to curb the illicit trade in exotic species
- talks between trade officials from the two countries
- the area's dependence on the tourist trade
- the boom and slump periods of a trade cycle
- the evil trade in drugs
- the tools needed to carry on a trade
- the trade body representing water companies
- Dressmaking is a highly skilled trade.
- Employment in the building trade is notoriously irregular.
- Foreign trade plays an important part in the economy.
- He works in the retail trade.
- He'll show you some of the tricks of the trade if you ask him.
- If you've got a trade, you need never be out of work.
- My parents always wanted me to leave school early and learn a trade.
- Stores are doing a brisk trade in wizard accessories and vampire kits.
- The international trade in oil has been massively affected.
- The organization denied any involvement in the illegal arms trade.
- They offer discounts to the trade.
- We buy 10% of our bananas from fair-trade sources.
- You should advertise in newspapers and trade magazines.

Derived ↑trade at something ▪ ↑trade down ▪ ↑trade on something ▪ ↑trade something in ▪ ↑trade something off ▪ ↑trade up

verb

1. intransitive, transitive to buy and sell things

- ~ **(in sth) (with sb)** The firm openly traded in arms.
- Early explorers traded directly with the Indians.
- trading partners (= countries that you trade with)
- ~ **sth (with sb)** Our products are now traded worldwide.

2. intransitive to exist and operate as a business or company

- The firm has now ceased trading.
- ~ **as sb/sth** They traded as 'Walker and Son'.

3. intransitive, transitive ~ (sth) to be bought and sold, or to buy and sell sth, on a ↑stock exchange

- Shares were trading at under half their usual value.

4. transitive to exchange sth that you have for sth that sb else has

- ~ **(sb) sth to trade secrets/insults/jokes**
- ~ **sth for sth** She traded her posters for his CD.
- ~ **sth with sb** I wouldn't mind **trading places** with her for a day.

Verb forms:

verb forms	
present simple	
I / you / we / they	trade
	BrE /tred/
	NAme /tred/
he / she / it	trades
	BrE /tredz/
	NAme /tredz/
past simple, past participle	traded
	BrE /tredɪd/
	NAme /tredɪd/
-ing form	trading
	BrE /tredɪŋ/
	NAme /tredɪŋ/

Word Origin:

late Middle English (as a noun): from Middle Low German, literally track, of West Germanic origin; related to ↑tread. Early senses included 'course, way of life', which gave rise in the 16th cent. to 'habitual practice of an occupation', 'skilled handicraft'. The current verb senses date from the late 16th cent.

Example Bank:

- He claimed that all businesses should be able to trade freely on Sundays.
- The company has now ceased trading.

- The company openly traded in arms.
- The company trades under the name 'English Estates'.
- They now trade as a partnership.
- countries trading illegally in rhinoceros horn
- publicly traded securities
- After settling in Madeira they began trading in flour, sugar and leather.
- Cabinet colleagues traded insults over the future of the pound.
- I wouldn't mind trading places with her for a day.
- The countries are now trading partners.
- The futures contract is traded at a clean price and does not include accrued interest payments.

trade

Longman DOCE 5th Ed. (En-En)

I. trade¹ S3 W1 /treɪd/ BrE[Ⓜ] AmE[Ⓜ] noun

[Word Family: noun: ↑trade, ↑trader, ↑trading; verb: ↑trade]

[Date: 1300-1400; Language: Middle Low German; Origin: 'course, way, track']

1. **BUYING/SELLING** [uncountable] the activity of buying, selling, or exchanging goods within a country or between countries **SYN**

commerce

trade between

- There has been a marked increase in trade between East and West.
- international trade agreements
- unfair trade practices

trade in

- Trade in ivory has been banned since 1990.

the arms/drug/slave etc trade (=the buying and selling of weapons, drugs etc) ⇒ ↑balance of trade, ↑free trade, ⇒ **trade war** at ↑war(3)

2. **the hotel/tourist etc trade** the business done by companies, hotels etc ⇒ **industry**:

- Working on Saturdays is usual in the retail trade.

3. **AMOUNT OF BUSINESS** [uncountable] *British English* business activity, especially the amount of goods or products that are sold **SYN business**

- A lot of pubs nowadays do most of their trade at lunchtimes.

passing trade (=customers who go into a shop when they are passing it, not regular customers)

- Souvenirshops rely mainly on passing trade. ⇒ **do a roaring trade** at ↑roaring(3)

4. **AN EXCHANGE OF THINGS** [singular] *American English*

a) when you exchange something you have for something that someone else has:

- Let's make a trade – my frisbee for your baseball.

b) when a player on a sports team is exchanged for a player from another team:

- The Celtics star demanded a trade after talks with management broke down.

5. **the trade** a particular kind of business, and the people who are involved in it:

- I could get Ron to look at your car for you; he works in the trade.

6. **JOB/WORK** [uncountable and countable] a particular job, especially one needing special skill with your hands:

- Brian insisted that his sons learn a trade.

- My grandfather was a plumber by trade (=that was his job).

tools of your trade (=the things that you need to do your job)

⇒ ↑stock-in-trade, ↑jack-of-all-trades, ⇒ **ply your trade** at ↑ply¹(1), ⇒ **tricks of the trade** at ↑trick¹(7)

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COLLOCATIONS

■ ADJECTIVES/NOUN + trade

- **international /foreign trade** International trade is essential for long-term economic growth.
- **global/world trade** We want the poorer nations to benefit from increased global trade.
- **the arms/timber/book etc trade** Britain is heavily involved in the arms trade.
- **the drugs/slave trade** the country's thriving drugs trade
- **the tourist trade** The wildlife and scenery have helped to make the tourist trade Alaska's second industry
- **the retail trade** (=businesses which sell goods in shops to customers) Advertising encourages the retail trade to stock and display the product.
- **the wholesale trade** (=businesses which sell goods in large quantities at low prices to other businesses, rather than to the general public) In the domestic market, the wholesale trade and retail trade developed rapidly.

■ trade + NOUN

- **trade barriers** (also **barriers to trade formal**) (=things that make trade between two countries more difficult or expensive, such as taxes) The removal of trade barriers will help our trading partnership.
- **a trade agreement** On April 3 a new trade agreement between Romania and the USA was signed.
- **a trade embargo** (=an official order to stop trade with another country) Delegates urged the US government to lift its trade embargo against Vietnam.
- **trade talks/negotiations** A further round of trade talks begins this week in Geneva.
- **a trade deficit** (=the amount by which the total goods one country sells to others is less than the amount it buys from them) The foreign trade deficit widened by 42% compared with the previous year.
- **a trade surplus** (=the amount by which the total goods one country sells to others is more than the amount it buys from them) Scotch whisky is a major contributor to the UK trade balance, with a large trade surplus.

II. trade² S3 W2 BrE[Ⓜ] AmE[Ⓜ] verb

[Word Family: noun: ↑trade, ↑trader, ↑trading; verb: ↑trade]

1. [intransitive and transitive] to buy and sell goods, services etc as your job or business

trade with

India began trading with Europe in the 15th and 16th centuries.

trade in

The company trades in silk, tea, and other items.

They had to travel into town to trade the produce from their farm.

2. [intransitive] *British English* to exist and operate as a business:

The firm now trades under the name Lanski and Weber.

cease trading (=stop being a business because you are bankrupt)

3. [transitive usually passive] to buy or sell something on the ↑stock exchange:

Over a million shares were traded today.

4. trade insults/blows etc to insult or hit each other during an argument or fight

5. [intransitive and transitive] *especially American English* to exchange something you have for something someone else has **SYN**

swap *British English*:

We traded necklaces.

trade something with somebody

I wouldn't mind trading jobs with her.

trade (somebody) something for something

I'll trade you my camera for your drill.

trade at something *phrasal verb*

if shares etc trade at a particular price, they cost that amount to buy

trade down *phrasal verb*

to replace something you own with something cheaper, or buy a cheaper type of thing than before

trade down to

Many of their customers are trading down to cheaper cigarettes.

trade something ↔ in *phrasal verb*

to give something such as a car to the person you are buying a new one from, as part of the payment

trade something ↔ in for

He traded his old car in for a new model.

⇒ ↑trade-in

• • •

THESAURUS

▪ **exchange** to give something to someone, and receive a similar thing from them at the same time. **Exchange** is often used about people telling each other about their ideas, phone numbers, addresses etc: They exchanged photographs before they met. | a place where people can exchange ideas | We exchanged email addresses. | if you are unhappy with the jacket, you can always take it back and exchange it for another one. | These coupons can be exchanged for meals and accommodation.

▪ **change** to exchange something, especially money. Also used in British English about exchanging something you have bought for something different: I need to change some dollars. | She changed all her money into euros. | We thought it was time we changed our car for something more modern.

▪ **swap** (also **do a swap** *British English*) *informal* to give something to someone, who gives you something similar: The two schools use the Internet to swap pictures, stories, and jokes. | I like your room better – do you want to do a swap?

▪ **trade** (also **do a trade** *American English*) to exchange something that you have for something that someone else has: The stolen phones are being traded for drugs. | The boys trade sports cards on the playground. | We've got lots of plants we don't need – do you want to do a trade?

▪ **switch** to change the places of two or more people or things, so that each one is in the place the other was before: Can I switch seats with you?

▪ **reciprocate** to do or give something, because someone has done or given something similar to you – a rather formal use: They invited us to dinner a while ago, and I'd like to reciprocate.

▪ **in exchange / return (for something)** if you give something in exchange or in return for something else, you give it in order to get something else back: Williams will plead guilty in exchange for a reduced sentence.

trade something ↔ off *phrasal verb*

to balance one situation or quality against another, in order to produce an acceptable result

trade something ↔ off for/against

Companies are under pressure to trade off price stability for short-term gains.

⇒ ↑trade-off

trade on/upon something *phrasal verb*

to use a situation or someone's kindness in order to get an advantage for yourself:

If you ask me, they're just trading on Sam's good nature.

trade up *phrasal verb*

to replace something you own with something better, or buy a better type of thing than before

trade up to/from

It also encourages existing home owners to trade up to larger accommodation.

trade

12500 **494**^{MCW}

15000 **588**^{COCA}

RANGE: **1k** TRADE 81229

trade 53961
traded 5913
trades 2811
trading 13293
trader 1979
traders 3272

COCA 500k Unlemmatized

18050 **816**⁴⁸⁵⁶¹ *nn1*
3115 **8383**³⁹⁴⁹ *vvi*
1162 **17489**¹³⁴⁴ *vv0*
81 **82061**⁸⁶ *nnu*
12 **224865**¹³ *np1*
8 **291886**⁸ *jj*
