

enticement *(en-tice-ment)*

Definition

n. the act of attracting someone to do something.

Example Sentence

The free use of a car was an **enticement** to me to take the job.

More Example Sentences

Bright colors serve as an **enticement** to buy.

Synonyms

allurement; attraction; temptation

Antonyms

disgust; dissuasion; repulsion

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