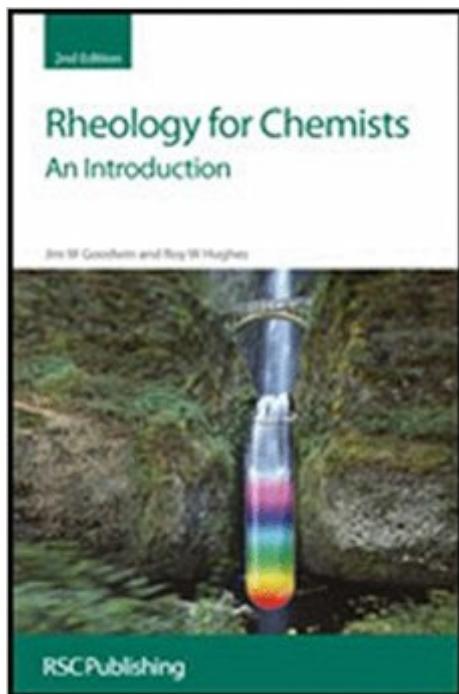


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Rheology For Chemists: An Introduction



Synopsis

Rheology is primarily concerned with materials: scientific, engineering and everyday products whose mechanical behaviour cannot be described using classical theories. From biological to geological systems, the key to understanding the viscous and elastic behaviour firmly rests in the relationship between the interactions between atoms and molecules and how this controls the structure, and ultimately the physical and mechanical properties. *Rheology for Chemists An Introduction* takes the reader through the range of rheological ideas without the use of the complex mathematics. The book gives particular emphasis on the temporal behaviour and microstructural aspects of materials, and is detailed in scope of reference. An excellent introduction to the newer scientific areas of soft matter and complex fluid research, the second edition also refers to system dimension and the maturing of the instrumentation market. This book is a valuable resource for practitioners working in the field, and offers a comprehensive introduction for graduate and post graduates. "... well-suited for self-study by research workers and technologists, who, confronted with technical problems in this area, would like a straightforward introduction to the subject of rheology." Chemical Educator, "... full of valuable insights and up-to-date information." Chemistry World

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Totally new perspective in application of rheology from the viewpoint of a chemist. Just the right amount of theory, not too much math, overall an excellent book. I've been in rheology for eleven years, read all the typical rheology texts, and still found something new to learn on every page of this book. A real bargain too.

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