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Sommario/riassunto	Rheology is an integral part of life, from decorative paint and movement of volcanic lava to the flow of blood in our veins. This book describes, without the use of complex mathematics, how atoms and molecules interact to control the handling properties of materials ranging from simple ionic crystals through polymers to colloidal dispersions. Beginning with an introduction to essential terminology, Rheology for Chemists goes on to discuss limiting behaviour, temporal behaviour and non-linear behaviour. Throughout, examples of everyday experiments are provided to illustrate the theory, which inc