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| Sommario/riassunto | <p>Rheology, defined as the science of deformation and flow of matter, is a multidisciplinary scientific field, covering both fundamental and applied approaches. The study of rheology includes both experimental and computational methods, which are not mutually exclusive. Its practical importance embraces many processes, from daily life, like preparing mayonnaise or spreading an ointment or shampooing, to industrial processes like polymer processing and oil extraction, among several others. Practical applications include also formulations and product development. Following a successful first volume, we are now launching this second volume to continue to present the latest advances in the fields of experimental and computational rheology applied to the most diverse classes of materials (foods, cosmetics, pharmaceuticals, polymers and biopolymers, multiphasic systems, and composites) and processes.</p> |