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| Nota di contenuto | 1. Perspective Chapter: Biaxial Extensional Viscosity in Wheat Doughs - Effect of the Use of Xylanases -- By Alan Pavlovich-Abril -- 2. CNC Gel Rheology Meets Mechanical Characteristics -- By Aref Abbasi Moud -- 3. Obtaining a Composition Based on Polyvinyl Chloride and Butadiene-Nitrile Rubbers -- By Keram Sefi Shixaliyev -- 4. Perspective Chapter: Rheological Considerations for Drilling and Enhanced Oil Recovery Fluids -- By Nnaemeka Uwaezuoke -- 5. Applied Problems in the Rheology of Structured Non-Newtonian Oils -- By Gudret Isfandiyar Kelbaliyev, Sakit Rauf Rasulov and Dilgam Babir Tagiyev -- 6. Thermal Characteristics and Tribological Performances of Solid Lubricants: A Mini Review -- By Divyansh Mittal, Daljeet Singh and Sandan Kumar Sharma -- 7. Current Development of Automotive Powertrain Components for Low Friction and Wear Reduction through Coating and Heat Treatment Technology -- By Sung Chul Cha, Kyoung Il Moon and Hae Won Yoon -- 8. The Vital Uses of Jojoba Oil and Its Derivatives in Daily Life and the Petroleum Industry -- By Rabab M. Nasser -- 9. A Study on Edible Polymer Films for Food Packaging Industry: Current Scenario and Advancements -- By Deepak R. Kasai, Devi Radhika, Raju K. Chalannavar, Ravindra B. Chougale and Bhagyavana Mudigoudar. |
| Sommario/riassunto | In modern times, rheology has emerged as a powerful tool for materials scientists to explore the properties of soft matter or complex fluids, including such diverse materials as food, cosmetics, polymers, lubricants, drilling fluids and biological systems. Rheology parameters such as shear modulus (G'), storage modulus (G'') and viscosity (η), |

together with microscopic imaging, provide considerable insight into the structure-property relationship in these materials. This in turn helps design materials with properties tailored to multiple applications. This book is a compilation of works by experts in their respective areas of specialization and covers a wide range of applications. The book will be useful both to experts in this area of research and to newcomers from a range of specializations.
