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Sommario/riassunto	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 part