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Sommario/riassunto	This text bridges the gap between the classic texts on potential theory and modern books on applied geophysics. It opens with an introduction to potential theory, emphasising those aspects particularly important to earth scientists, such as Laplace's equation, Newtonian potential, magnetic and electrostatic fields, and conduction of heat. The theory is then applied to the interpretation of gravity and magnetic anomalies, drawing on examples from modern geophysical literature. Topics explored include regional and global fields, forward modeling, inverse

methods, depth-to-source estimation, ideal bodies, analytical continuation, and spectral analysis. The book includes numerous exercises and a variety of computer subroutines written in FORTRAN. Graduate students and researchers in geophysics will find this book essential.