



# **Rheology. Concepts, Methods, and Applications, Second Edition**

*Alexander Ya. Malkin, Avraam I. Isayev*

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# Rheology. Concepts, Methods, and Applications, Second Edition

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The pursuit of the golden balance between oversimplification and overload with theory has always been the primary goal of every author of book on rheology. Rheology. Concepts, Methods, and Applications, 2nd Ed. is a tool for chemists and chemical engineers to solve many practical problems. They have to learn what to measure, how to measure, and what to do with the data. But, the learning process should not take users away from their major goals, such as manufacturing quality products, developing new materials, analysis of material durability.

In the book various aspects of theoretical rheology as well as methods of measurement and raw data treatment and how to use rheological methods in different groups of products are discusses.

The authors share their experiences of many years of experimental studies and teaching to show use of rheology in studies of materials. They and were very meticulous in giving historical background of contributors to rheology as a science and as the method of solving many practical problems.

This book is very useful as a teaching tool in universities and colleges because it is consistent with programs of rheology courses. Practicality of this book will prepare students for typical tasks in industry. Equally it serves the industry and accomplished rheologists because it contains expert advice of two very famous and accomplished scientists and teachers who know discoveries first-hand because they may have taken part in some of them.

- introductory rheology for students and scientists
- easy to understand
- many practical examples

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