

**Polyelectrolytes:  
The Analytical and Physical Chemist's Challenge**

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Polyelectrolytes (i.e., charged polymers) have always been indispensable in industrial formulation laboratories. Beside a few exceptions, however, the academic community has rediscovered them only recently. This renaissance was mainly motivated through novel synthetic routes leading to astonishing polyelectrolyte architectures. The understanding of the physical chemical properties of these fascinating compounds and the development of corresponding analytical tools has been lagging behind, most notably, with respect their properties in the adsorbed state. The lecture will discuss progress in the experimental characterization techniques of such systems, including scanning probe microscopy, scattering techniques, nuclear magnetic resonance, and electrochemical methods. These techniques will reveal the fascinating physical chemical properties of polyelectrolyte systems.

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