*Applied Chemistry*

***Pure and Applied Chemistry*** (abbreviated *Pure Appl. Chem.*) is the official journal for the [International Union of Pure and Applied Chemistry](https://en.wikipedia.org/wiki/International_Union_of_Pure_and_Applied_Chemistry) (IUPAC). It is published monthly by [Walter de Gruyter](https://en.wikipedia.org/wiki/Walter_de_Gruyter) and contains recommendations and reports, and lectures from symposia.

## What Is Applied Chemistry?

There are many slogans used to describe laundry detergents, from 'No other soap like it' to 'Protect them before they fade' to 'Stain, what stain?' No wonder they're all competing to catch your attention - have you ever walked down the cleaning aisle at a store only to become overwhelmed by all the options? Whether it's a stain lifter or power booster, applied chemistry is the science behind the differences and improvements among products like laundry detergent.

**Applied chemistry** is the application of the principles and theories of chemistry to answer a specific question or solve a real-world problem, as opposed to **pure chemistry**, which is aimed at enhancing knowledge within the field.

Let's say your aim is to find a cure for a disease - Alzheimer's. You work hard in the laboratory creating a drug that stops dementia from setting in. This would be an example of applied chemistry, since you used chemistry to solve a specific, real-world problem.

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1. dr. raman rani mittal

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