Congratulations on ordering *Go with the Flow*, the exciting new and updated CD from Flow Research! Your new CD contains many informative articles on flow technology. These articles are in the section called *Go with Flow Research*. This section also provides an overview of all our studies and services, organized by technology.

The *Shades of Experience* section provides a more philosophical perspective. The central idea of *Shades of Experience* is that our language is inadequate to describe the continuous nature of our experience. Chapter One describes *viewpoint pluralism*, which is the philosophy that underlies the market research done at Flow Research.

Just for fun, we have included two toe-tapping flow-related songs we think you’ll enjoy:

- “Go with the Flow”
- “King of Flow”

We hope you’ll like this CD! We had a lot of fun putting it together. We welcome your comments and suggestions. The following is a directory of what you’ll find.

**Begin Here**

1. Letter from the President of Flow Research
2. Guide to the CD
   - Flow Research Brochure
   - Flow Research Response Form
   - Flow Research Websites – a listing of more than 40 informative websites maintained by Flow Research

**Go With Flow Research**

This section contains detailed information on our flow, temperature, and pressure studies and user surveys. The section is organized by technology. Most sections also contain published articles by Dr. Jesse Yoder on flow technology.
Gas Flow Study & Articles
1. Gas Flow Study – Overview: promotional flyer explaining the September 2004 study, the most complete picture ever presented on gas flow measurement.
2. Gas Flow Study – Executive Summary (8 pages)
3. Gas Flow Study – Table of Contents
   • Article – “Gas Measurement Trends,” July 2004, Flow Control
   • Article – Oil and Gas Measurement, September 2003: “Measurement in the Oil and Gas Industries,” Flow Control
   • Order Form – Flow Research Studies and Surveys

New-Technology Flowmeter Studies & Articles
Coriolis Flow Studies & Articles
1. Coriolis Overview
   • Order Form – Coriolis Flowmeters Study
   • Order Form – Flow Research Studies and Surveys

Magnetic Flow Study & Articles
1. Magnetic Flowmeter Study Letter
2. Magnetic Flowmeter Study Overview: 14-page study summary, August 2005
3. Table of Contents, List of Figures of Magnetic Flowmeter Study
   • Article – Food & Beverage Industry, October 2003: “Magnetic Attraction: The Food and Beverage Industry’s Pull to Magmeters,” Flow Control
   • Article – In Magmeters We Trust, November 2005: Flow Control
   • Article – The Evolution of Magmeters, November 2006: Flow Control
   • Order Form – Flow Research Studies and Surveys
   • Order Form – Magnetic Flowmeters Study and User Survey

Thermal Flow Study & Articles

Go with the Flow CD
Flow Research, Inc.
Ultrasonic Flow Study & Articles

1. Flow Study Overview – Ultrasonic, 3rd Edition

2. Order Form – Ultrasonic Flowmeters Study
3. Order Form – Flow Research Studies and Surveys

Vortex Flow Study & Article

1. Vortex Study – Letter
2. Vortex Study – Description
4. Vortex Study – Table of Contents
   • Article – Vortex Market Analysis, May 2003: “Exclusive Look at Vortex Flowmeter Market Penetration”
   • Article – Vortex Flowmeters Gaining Traction, August 2006: *Flow Control*

5. Order Form – Flow Research Studies and Surveys

Pressure Transmitter Study & Articles

1. Pressure Study – Overview
2. Pressure Study – Table of Contents

3. Order Form – Pressure Transmitters Study
4. Order Form – Flow Research Studies and Surveys

Steam Flow Study

1. Steam Flow Study Overview
   • Order Form – Steam Flow Study
   • Order Form – Flow Research Studies and Surveys

Temperature Sensors Study

1. Temperature Sensors – Letter
2. Temperature Sensors – Description
   • Article – From Glass Thermometer to Fiber Optics, Feb. 2007: *Flow Control*
• Order Form – Flow Research Studies and Surveys
• Order Form – Temperature Studies

Temperature Transmitters Study
2. Temperature Transmitters Study – Description
3. Temperature Transmitters Study – Overview
   • Order Form – Temperature Studies
   • Order Form – Flow Research Studies and Surveys

Traditional Technology Flowmeter Studies & Articles

DP Flow and Primary Elements Study & Articles
   • Article – A Primer on Primary Elements, May 2007: Flow Control
   • Order Form – DP Study and User Survey
   • Order Form – Flow Research Studies and Surveys

Positive Displacement Flow Study & Articles
2. PD Study – Overview
3. PD Study – Table of Contents
   • Article – Suppliers, Markets Overview November 2002: “Unit Comparisons of Flowmeters Sold Worldwide in 2001,” Flow Control
   • Order Form – Flow Research Studies and Surveys

Turbine Study & Articles
2. Turbine Study Overview
   • Article – Suppliers, Markets Overview November 2002: “Unit Comparisons of Flowmeters Sold Worldwide in 2001,” Flow Control
   • Order Form – Flow Research Studies and Surveys

Go with the Flow CD
Flow Research, Inc.
User and Industry Surveys
4. User Survey Table of Contents
   • Article – Oil and Gas Measurement, September 2003: “Measurement in the Oil and Gas Industries Reveals Consistency in Flowmeter Selection,” Flow Control
   • Article – Spending and the Economy, March 2003: “How is the Economy Affecting Instrumentation Spending?” Flow Control
   • Article – Utility Flowmeter Selection, June 2004: “Flowmeter Selection for Utility Applications,” Flow Control
   • Article – Who Benefits from Oil Demand, August 2005: “Exploring the Possibilities: Instrumentation to Benefit from High Oil Demand,” Flow Control
   • Article – User Survey Results, September 2006: Flow Control
   • Order Form – Flow Research Studies and Surveys

Volume X – Study on All Flowmeters
• Volume X – Overview
• Order Form – Volume X
• Order Form – Flow Research Studies and Surveys

Worldflow Energy Monitor
1. Energy Monitor Overview
2. Energy Monitor – Q3-2005 Excerpt
3. Energy Monitor – Q1 2006 Excerpt
   • Order Form – Energy Monitor

Worldflow Handbook
• Worldflow Handbook Overview

Worldflow Market Barometer
1. Market Barometer Overview
2. Market Barometer – Q2-2005 excerpt (29 pages)
3. Market Barometer – Q2-2006 excerpt (18 pages)
4. Market Barometer – Q3-2007 excerpt (14 pages)
Shades of Experience

A PhD philosopher, Jesse Yoder believes he’s fortunate to have had the opportunity to put his philosophies to the test in his work as a flow market analyst. He feels that although it may not be immediately obvious, philosophy and flow technology have much in common.

The philosophy of viewpoint pluralism, described in Chapter One, is the philosophy that underlies the market research done at Flow Research. In this volume – excerpted from a larger book by the same name – Jesse shares his reflections and perspectives on a variety of topics. We hope you find them thought-provoking and entertaining.

0. Table of Contents
  1. Viewpoint Pluralism: philosophy about points of view. The more perspectives or points of view we have of something, the better our knowledge and understanding.
  2. Experience Rich: “From Conceptpoor to Experience-Rich” – how our language can be broadened to enable us to more adequately describe our experiences.
  4. Feel Like 20: “Feel Like You’re Twenty Again” – how to reduce fragmentation and achieve personal integration by connecting the dots of your past experiences with your life today
  5. Self-Expression: “The Meaning of Life is Self-Expression” – how to achieve a meaningful life by being yourself
  6. Poems: “These are the things I remember” and “Shrinkwrap this Day”
  7. Flowtime – A Form of Decimal Time – describes a system of time in which minutes have 100 seconds and hours have 100 minutes

Appendix A: “Circular Geometry”
Appendix B: “A Synthetic Proof that God Exists”
Appendix C: “Acknowledgments”

Song Lyrics and Artists’ Backgrounds

• Artists’ backgrounds
• Song Lyrics – “Go with the Flow” by Stretch Harpo and the Blues Axes
• Song Lyrics – “King of Flow” by Michael Kirsch

Songs
We think these songs epitomize the fun feeling of flow. Feel free to sing along!

• “Go with the Flow” by Stretch Harpo and the Blues Axes
• “King of Flow” by Michael Kirsch