



Go with the Flow » Guide to the CD «

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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
 - *Article* – Coriolis vs. Thermal, March 2005: “Two Approaches to Mass Flow Measurement: Coriolis and Thermal,” *Flow Control*
 - *Article* – Measurement Basics, January 2003 – “Measurement Nuts and Bolts: There Are Three Basic Types of Flowmeters: Coriolis, Thermal, and Multi-variable. How Do They Work and When Should They Be Used?” *Flow Control*
 - *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* – Rise of the Technology, January 2005: “Principle of Attraction: The Rise of Magnetic Flowmeter Technology,” *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

1. Thermal Flow Study Table of Contents for “The World Market for Thermal Flowmeters,” July 2003
 - *Article* – Measurement Basics, January 2003: “Measurement Nuts and Bolts: There Are Three Basic Types of Flowmeters: Coriolis, Thermal, and Multivariable. How Do They Work and When Should They Be Used?”
 - *Article* – Product History, March 2004 – “Thermal Flow Innovators: How the Technology Came to Be,” *Flow Control*
 - *Article* – Thermal vs. Coriolis, March 2005 – “Two Approaches to Mass Flow Measurement: Coriolis and Thermal,” *Flow Control*

- *Order Form* – Flow Research Studies and Surveys

Ultrasonic Flow Study & Articles

1. Flow Study Overview – Ultrasonic, 3rd Edition
- *Article* – Technology & Markets, February 2005: “Ultrasonic Flowmeters: Many Paths to Successful Flow Measurement,” *Flow Control*
 - *Article* – Technology Overview, August 2003: “Ultrasonic Flowmeters: The Market of Dichotomies,” *Flow Control*
 - *Order Form* – Ultrasonic Flowmeters Study
 - *Order Form* – Flow Research Studies and Surveys

Vortex Flow Study & Article

1. Vortex Study – Letter
 2. Vortex Study – Description
 3. Vortex Study – Overview: September 2005 study, “The World Market for Vortex Flowmeters, 3rd Edition
 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*
 - *Order Form* – Flow Research Studies and Surveys

Pressure Transmitter Study & Articles

1. Pressure Study – Overview
 2. Pressure Study – Table of Contents
- *Article* – Pressure Transmitter Trends, August 2004: “Pressure Transmitter Market Trends: From Globalization to New Technology,” *Flow Control*
 - *Article* – Technology & Market Review, November 2004: “The Difference with Differential Pressure: Understanding the True Value of DP Flowmeters”
 - *Order Form* – Pressure Transmitters Study
 - *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
 3. Temperature Sensors Study – Overview: “The Market for Temperature Sensors in the Americas, Second Edition”
- *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

1. Temperature Transmitters Study – Letter: “The Market for Temperature Transmitters in the Americas, 2nd Edition
 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

1. DP Flow and Primary Elements Study Overview: “The Global Market for Differential Pressure (DP) Flowmeters and Primary Elements,” January 2007
- *Article* – A Primer on Primary Elements, May 2007: *Flow Control*
 - *Article* – Pressure Transmitter Trends, August 2004: “Pressure Transmitter Market Trends: From Globalization to New Technology,” *Flow Control*
 - *Article* – Technology and Market Review, November 2004: “The Difference with Differential Pressure: Understanding the True Value of DP Flowmeters”
 - *Order Form* – DP Study and User Survey
 - *Order Form* – Flow Research Studies and Surveys

Positive Displacement Flow Study & Articles

1. PD Study Letter: “The World Market for Positive Displacement Flowmeters,” September 2002
 2. PD Study – Overview
 3. PD Study – Table of Contents
- *Article* – Old Faithful, July 2005: “Traditional PD Meters Offer Reliable Gas Flow Measurement,” *Flow Control*
 - *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

1. Turbine Study Letter: “The World Market for Turbine Flowmeters”
 2. Turbine Study Overview
- *Article* – Old Faithful, July 2005: “Traditional PD Meters Offer Reliable Gas Flow Measurement,” *Flow Control*
 - *Article* – Suppliers, Markets Overview November 2002: “Unit Comparisons of Flowmeters Sold Worldwide in 2001,” *Flow Control*
 - *Order Form* – Flow Research Studies and Surveys

User and Industry Surveys

1. DP Flow User & Industry Survey: “Flowmeter User Requirements, Preferences, and Trends”
2. Magnetic User & Industry Survey: “Flowmeter User Requirements, Preferences, and Trends”
3. Vortex User & Industry Survey: “Flowmeter User Requirements, Preferences, and Trends”
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* – Price Effects on Petroleum Industry, February 2003: “The Varied Effects of Oil Prices on the Petroleum Industry,” *Flow Control*
 - *Article* – Spending and the Economy, March 2003: “How is the Economy Affecting Instrumentation Spending?” *Flow Control*
 - *Article* – Technology & Market Review, November 2004: “The Difference with Differential Pressure: Understanding the True Value of DP Flowmeters,” *Flow Control*
 - *Article* – Utility Flowmeter Selection, June 2004: “Flowmeter Selection for Utility Applications,” *Flow Control*
 - *Article* – Water Industry Trends, June 2003: “Flow Meter Trends in the Water Industry,” *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
4. Energy Monitor – Q3 2007 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)

- *Order Form* - Market Barometer

Order Form – Flow Research Studies and Surveys

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.
 3. Duonyms: “A Dictionary of English Duonyms” – single words formed by putting two existing words together.
 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