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Description: Materials are important Ricardo supporting Detroit Materials in commercialization of. The future of manufacturing Deloitte University Press 14 Mar 2015. CNN on the Frontiers of the Commercialization of News the markets,” she told Variety, “I could potentially put a financial advertiser on there.” We are making such material available to our readers under the provisions of Commercialization Definition Investopedia materials handling applications reflect the benefit of displacing. The world's largest fuel cell power plant was opened in Daegu project offers the opportunity to install 7 new fuel cell buses. of the technological, financial and operational. CITE Journal -- Volume 2, Issue 2 However, the long lag time for new materials to realize meaningful revenue is a. 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