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## Near-Earth Object Avoidance Mitigation: Profiting One Rock at a Time

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**Abstract content** (Max 300 words) **Formatting & Special chars**

Several NEO avoidance mitigation concepts have been investigated. A simplified metrical analysis methodology is presented to demonstrate the viability and added benefits of methods. In particular an associated cost/additional benefit analysis (benefits beyond Earth protection) is presented; whether economies of scale can be reached, and/or the ability to attract private investment are estimated.

Nuclear weapons remain the clear method of choice to deflect a NEO, but it has little economic value beyond that. Other NEO avoidance mitigation methods offer potentially greater economic return and may warrant development. More research is required to create objective, measurable criteria for each NEO avoidance mitigation method. Saving the Earth one rock at a time might be profitable.

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no

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N/A

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yes

**Primary author:** Dr MACLEOD, Gordon (HartRAO)

**Presenter:** Dr MACLEOD, Gordon (HartRAO)

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