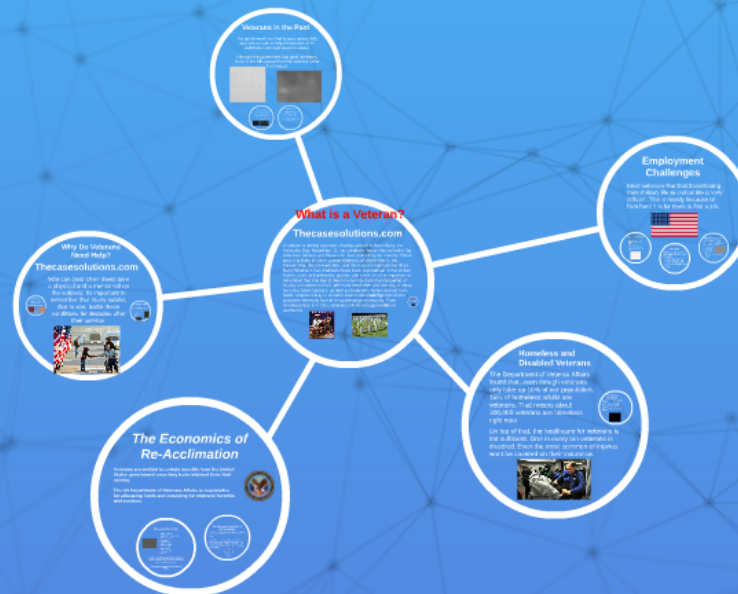
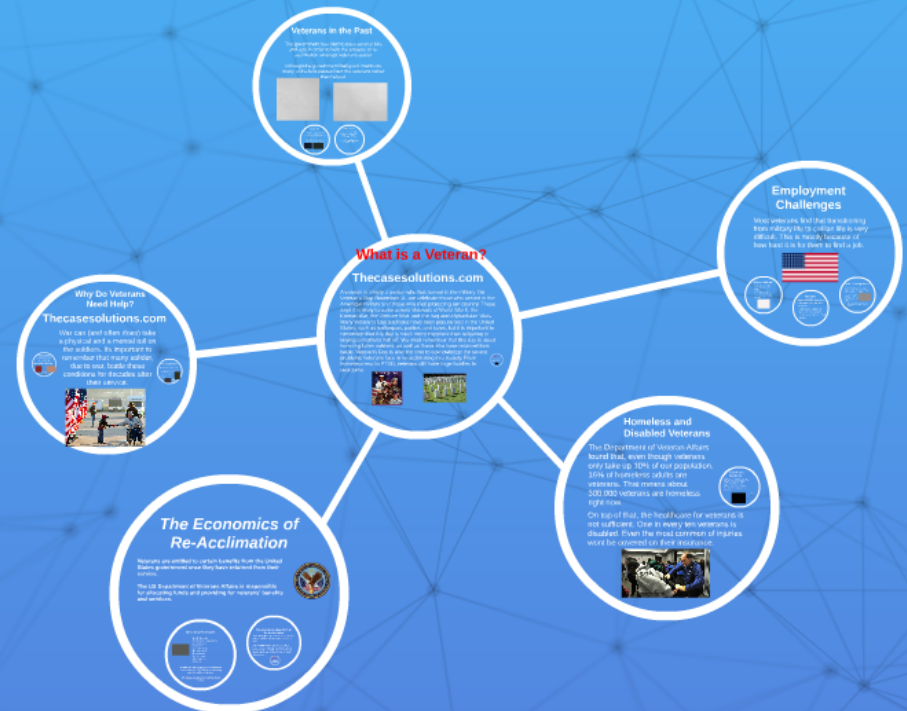


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The Strategic Management of Irrationality



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What is a Veteran?

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A veteran is simply a person who has served in the military. On Veteran's Day, November 11, we celebrate those who served in the American military and those who died protecting our country. These days it is likely to come across Veterans of World War II, the Korean War, the Vietnam War, and the Iraq and Afghanistan Wars. Many Veteran's Day traditions have been popularized in the United States, such as barbecues, parties, and sales, but it is important to remember that this day is much more important than tailgating or buying a mattress half off. We must remember that this day is about honoring fallen soldiers, as well as those who have returned from battle. Veteran's Day is also the time to acknowledge the severe problems Veterans face in re-acclimating into society. From homelessness to PTSD, veterans still have huge hurdles to overcome.



Why Do Veterans Need Help?

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War can (and often does) take a physical and a mental toll on the soldiers. Its important to remember that many soldier, due to war, battle these conditions for decades after their service.



Psychological Wounds

The circumstances of war can change a soldier forever

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Most often soldiers suffer from one or more of the following:

Vulnerability to stress/anxiety/panic

"Shell Shock"

Post traumatic stress disorder





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In the last 14 years there has been over
177,000 soldiers that suffer from Post
traumatic stress disorder

A veteran dies by suicide every 80
minutes

Over \$600 million is being spent for Post
traumatic stress disorder treatment for
veterans from 2013 alone

Physical Wounds

Many U.S soldiers have some sort of physical injury while in the army. These injuries, more often than not, hinder their quality of life severely.

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Since 2000, over 320,000 soldiers have suffered from a traumatic Brain injury.

Since 2000, over 1,645 soldiers have had major limb amputations





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Although there is
millions being spent on
recovery of these
veterans it does not
come close to what they
should be receiving

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