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Quark-mass and strong-coupling from QCD sum rules: the role of the experimental data

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I will discuss the use of the so-called relativistic sum rules for the precise extraction of the charm-quark mass and the strong coupling, α_s , from experimental data for $\sigma(e^+e^- \rightarrow \text{hadrons})$. I will focus on the role of the data from e^+e^- colliders and in particular on the combination of data sets and the required algorithm used in state-of-the-art analyses, such as the above mentioned sum rules and the dispersive approach to $g - 2$ of the muon.

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