

## ***B*-Physics Probes for New Physics in the LHC Era**

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We have just entered a new round in the testing of the flavour sector of the Standard Model through high-precision measurements of  $B$ -meson decays. While the last decade has revealed many new insights thanks to the interplay between theory and the  $B$ -decay data, there is still a largely unexplored territory of the  $B$ -physics landscape left for the LHC and improved analyses at the Tevatron. I will discuss recent theoretical developments related to these measurements, with a focus on those decays that are particularly promising for revealing footprints of New Physics.

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