

Search for New Physics in rare heavy flavour decays at LHCb

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FCNC decays of heavy flavour hadrons are highly sensitive to the effects of physics beyond the Standard Model. Important observables include the branching ratio of $B_{(s,d)} \rightarrow \mu^+\mu^-$ and $D^0 \rightarrow \mu^+\mu^-$, the angular distributions in the decay $B^0 \rightarrow K^*\mu^+\mu^-$ and the lifetime distribution of $B_s \rightarrow \phi \gamma$. First results on some of these studies and related topics will be reported, using the 2010 dataset and the first data of the 2011 run.

Presenter: DETTORI, Francesco (INFN-Cagliari)

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