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Electroweak Penguin decays at LHCb

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Promising ways to search for New Physics effects in radiative penguin decays are in the angular analysis of $B^0 \rightarrow K^* \mu^+ \mu^-$, in the measurement of direct CP violation in $B^0 \rightarrow K^* \gamma$ and a time dependent analysis of $B_s^0 \rightarrow \phi \gamma$.

All of these studies are being pursued at LHCb. First results will be shown from the 2010 and early 2011 data, with particular emphasis on $B^0 \rightarrow K^* \mu^+ \mu^-$.

Primary author: BLAKE, Thomas (Imperial College Sci., Tech. & Med.)

Presenter: BLAKE, Thomas (Imperial College Sci., Tech. & Med.)

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