Portoroz 2013: Probing the Standard Model and New Physics at Low and High Energies

Contribution ID: 42

Type: not specified

Hadronic effects in the exclusive b -> s transitions

Tuesday 16 April 2013 15:36 (22 minutes)

The search for new physics in the flavour-changing neutral-current $b \rightarrow s\ell^+\ell^-$ transitions demands an accurate knowledge of the relevant hadronic parameters calculated in QCD. For the exclusive semileptonic *B* decays, in addition to the form factors, also the relevant nonlocal hadronic matrix elements have to be estimated. I will discuss the hadronic effects in B\to K ^(*)\ell^+\ell^-\$ decays at large recoil, obtained within a systematic approach, combining light-cone operator-product expansion, QCD sum rules and hadronic dispersion relations.

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Session Classification: Flavor and CP III