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The flavor of Higgs

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Measurements of the Yukawa couplings of the recently discovered boson h to fermion pairs will provide a new arena for studying flavor physics. We analyze the lessons that can be learned by measuring the h decay rates into the charged lepton pairs, $\tau^+\tau^-$, $\mu^+\mu^-$ and $\tau^\pm\mu^\mp$. We demonstrate how this set of measurements can distinguish in principle between various classes of flavor models such as natural flavor conservation, minimal flavor violation, and Froggatt-Nielsen symmetry.

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