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Non-leptonic b -> s,d decays (theory)

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I give a concise overview of the theory of charmless two-body B decays. These modes provide a large set of potential probes of BSM physics, but strong interactions are more challenging than in the simpler leptonic and semileptonic rare decays. I focus on the main qualitative features, rather than technical aspects, of the SM predictions, primarily invoking the heavy-quark expansion. Then I contrast this with a subset of the data, reviewing both successes and a number of puzzles and briefly commenting on future prospects.

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