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Study of rare and suppressed processes in B meson decays with ATLAS

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The large amount of Heavy Flavor data collected by the ATLAS experiment is potentially sensitive to New Physics, which could be evident in processes that are naturally suppressed in the Standard Model. The most recent results on the search for the rare decay $B_s (B^0) \rightarrow \mu^+\mu^-$ are presented. Recent results are also presented on the angular distribution parameters AFB and FL describing the decay $B_d \rightarrow K^*\mu^+\mu^- \rightarrow K\pi\mu^+\mu^-$. The accuracy obtained from data collected in 2011 is comparable to the best previous measurement in the region $q^2(\mu^+\mu^-) > 16 \text{ GeV}^2$.

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