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Radiative B decays and new physics searches at BABAR

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We present recent results obtained with the full data set of about 470 millions B meson pairs recorded by the BABAR experiment at the PEP-II e+e- storage ring.

In particular we report on studies of B-meson decays via radiative or electroweak penguins. Sensitivity to New Physics is tested through measurements of decay rates, rate asymmetries, and CP asymmetries, in several $B \rightarrow X_s \gamma$ and $B \rightarrow X_s l+l-$ processes.

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