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Measurement of electrons from heavy-flavor decays in p-p and Pb-Pb collisions with the ALICE EMCAL

High p_T heavy flavor (charm and beauty) production is an important probe of partonic energy loss in hot QCD matter.
Measurement of the suppression of heavy flavor decay electrons production in nuclear collisions will reflect the energy loss of the parent heavy quarks.
We present the analysis strategy and first results for inclusive heavy flavor decay electrons production in proton-proton collisions at ¥$sqrts$ = 7 TeV and Pb-Pb collisions at ¥$sqrts_{NN}$ = 2.76 TeV by the ALICE experiment, utilizing the large acceptance ALICE Electromagnetic Calorimeter.

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