## XIIth Quark Confinement and the Hadron Spectrum



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## $eta_c$ production at the LHC challenges nonrelativistic-QCD factorization

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We analyze the first measurement of  $\eta_c$ production, performed by the LHCb Collaboration, in the nonrelativistic-QCD (NRQCD) factorization framework at next-to-leading order (NLO) in the strong-coupling constant  $\alpha_s$  and the relative velocity v of the bound quarks including the feeddown from  $h_c$  mesons. Converting the long-distance matrix elements (LDM Es) extracted by various groups from  $J/\psi$ yield and polarization data to the  $\eta_c$ case using heavy-quark spin symmetry, we find that the resulting NLO NRQCD predictions greatly overshoot the L HCb data, while the color-singlet model provides an excellent description

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