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Lepton Flavor Violation in B decays (15' + 5')

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Recent b to s data from the LHCb experiment seem to hint at lepton-flavor non-universality effects beyond the SM. We argue that such effects generally imply also lepton flavor violation at rates much higher than within the SM. In the context of a simple model we provide a number of experimental tests of this possibility, at LHCb itself and elsewhere.

Primary author: GUADAGNOLI, Diego (LAPTh Annecy)

Presenter: GUADAGNOLI, Diego (LAPTh Annecy)

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