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Measurements of radiative B meson decays at Belle (10' + 5')

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The $b \to s\gamma, d\gamma$ processes are sensitive to new physics since the new heavy particles can enter in the loop and change the branching fractions or kinematic variables. We present results of branching fractions for $B \to X_{s,d}\gamma$ using fully inclusive photon reconstruction with two different tagging techniques. One is the lepton tagging method; the other is the fully-hadronic tagging method. We also report a search for $B \to \phi\gamma$, which proceeds through penguin annihilation. All the analyses are based on the full data set of Belle containing 772 million $B\bar{B}$ pairs.

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