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## The Effective Strength of Gravity and the scale of Inflation

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At any given energy, gravitational interactions have a strength set by a characteristic scale  $M_*$ , inferred from amplitudes calculated in an effective theory with a strong coupling scale  $M_{**}$ . These are in general different from each other and  $M_{\text{pl}}$ , the macroscopic strength of gravity as determined by (laboratory scale) Cavendish experiments. We explore several consequences of this fact for inflationary cosmology and CMB observables.

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