

Insisting on the role of experimental data: the pseudoscalar-pole piece to the $(g_\mu - 2)$ and the $|V_{ub}|$ from $B \rightarrow \pi \ell \nu_\ell$ and $B \rightarrow \eta^{(\prime)} \ell \nu_\ell$ differential branching ratios

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We employ a mathematical framework based on rational approximants in order to calculate meson form factors. The method profits from unitarity, is systematic and data based, and is able to ascribe a systematic uncertainty which provides for the desired model independence. Two examples are discussed: the pseudoscalar-pole piece of the hadronic light-by-light contribution to the anomalous magnetic moment of the muon, and the $B \rightarrow \pi \nu$ and $B^- \rightarrow \eta^{(0)}$ ν differential branching ratios which allows to determine both the $|V_{ub}|$ and the η - η' mixing.

Primary author: MASJUAN QUERALT, Pere

Presenter: MASJUAN QUERALT, Pere

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