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Rare B decays at LHCb

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The LHCb experiment will search for New Physics in $B_s \rightarrow \mu\mu$ decays using the data collected during the very first physics run of LHC, with a 90% CL exclusion sensitivity down to the SM prediction. The latest expectations, based on MC studies with fully simulated events, will be presented. The LHCb sensitivity to other rare and radiative B decays will also be reviewed.

Author: LENZI, Michela (Univ. + INFN)**Co-author:** LHCb-COLLABORATION**Presenter:** LENZI, Michela (Univ. + INFN)**Session Classification:** Flavor Physics 7**Track Classification:** Flavor Physics