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Radiative and Electroweak penguin decays at the B-Factories

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We present recent results on radiative B decays using data collected by the BaBar detector at the PEP-II asymmetric-energy e^+e^- collider at the Stanford Linear Accelerator Center. We report several measurements among which the inclusive $b \rightarrow s \gamma$ rate and CP asymmetry and results on $b \rightarrow d \gamma$ decays.

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