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【304】 Anatomy of $B^0 \rightarrow K^{*0} \mu^+ \mu^-$ decays and prospects for NP

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The sensitivity of the decay $B^0 \rightarrow K^{*0} \mu^+ \mu^-$ to effects of beyond the Standard Model is well known. An anomalous behaviour in angular and branching fraction analyses of this decay has been reported, notably in one of the observables with reduced theoretical uncertainties, P'_5 . However, the vector-like nature of this pattern could be also explained by non-perturbative QCD contributions from charm loops, that are able to either mimic or camouflage NP effects. In this talk I will discuss the main features of this channel and present the prospects to disentangle true New Physics effects from non-local hadronic contributions.

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