



Contribution ID: 24

Type: **not specified**

Holographic light-front QCD in B meson phenomenology

Monday 16 September 2019 15:10 (25 minutes)

The light-front wavefunctions for mesons obtained from holographic light-front QCD are used to obtain light-cone distribution amplitudes and transition form factors for B decays to light mesons. I present our predictions for some rare decay channels of B mesons.

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Session Classification: Parallel 2

Track Classification: Phenomenological models