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Implications of the Muon $g-2$ in flavour models

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The confirmation of the discrepancy between the Muon $g-2$ experiment at Fermilab and the Standard Model prediction points to New Physics not far above the TeV scale. Flavour symmetries broken at low energies can account for it, although relevant constraints then arise from flavour-violating observables. Here I discuss the profound implications of this result over the structure of the charged-lepton mass matrix and apply these ideas to several discrete flavour groups popular in the lepton sector.

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