

Rare decays, radiative review (BEAUTY 2006)

Stefano de Capua

Abstract

Rare loop-induced decays are sensitive to New Physics in many Standard Model extensions. In this talk we discuss the potentialities of the LHC experiments to study the radiative penguin decays $b \rightarrow s\gamma$ and the electroweak penguin decays $b \rightarrow ll s$. The experimental strategies are presented.