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Radiative and electroweak penguin measurements at B-factories

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Belle and BaBar have been exploring radiative and electroweak B meson decays that are sensitive to physics beyond the Standard Model, and the CKM unitarity triangle parameters within the context of the Standard Model. In this talk I review the latest measurements on inclusive and exclusive $b \rightarrow s \gamma$ and $b \rightarrow d \gamma$ processes and exclusive $b \rightarrow s l^+ l^-$ processes, and discuss their implications.

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