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## **Exploring New Physics in the C7-C7' plane**

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The Wilson coefficient C\_7 governing the radiative electromagnetic decays of B meson has been calculated to a very high accuracy in the Standard Model, but till date there is no convincing model-independent experimental bound on either the magnitude or the sign of C\_7. In the present paper, we attempt at constraining both the magnitude and sign of C\_7 using a systematic approach. We consider already measured observables like the branching ratios of B -> Xs mu+ mu- and B -> Xs gamma, the isospin and CP asymmetries in B -> Kgamma, as well as  $A_FB$  and  $F_L$  in B -> K l+ l-. We also discuss the transverse observable  $A_T^{(2)}$  which, once measured, may help to disentangle some of the scenarios considered. We explore the constraints on C\_7, C\_9, C\_10 as well as their chirality-flipped counterparts. Within our framework, we find that we need to extend the constraints up to 1.6 sigma to allow for the "flipped-sign solution" of C\_7. The SM solution for C\_7 exhibits a very mild tension if New Physics is allowed in dipole operators only.

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