

Challenging the Standard Model through Flavour Physics

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- Setting the Stage

- Illustration:

Systematic strategy in 3 steps:

1. “ $B \rightarrow \pi\pi$ puzzle” in the current B -factory data:
... non-factorizable hadronic effects (SM) \Rightarrow
2. “ $B \rightarrow \pi K$ puzzle” in the current B -factory data:
... may indicate NP in the EW penguin sector \Rightarrow
3. Connection with rare K and B decays:
... several spectacular *predictions* \Rightarrow tests!

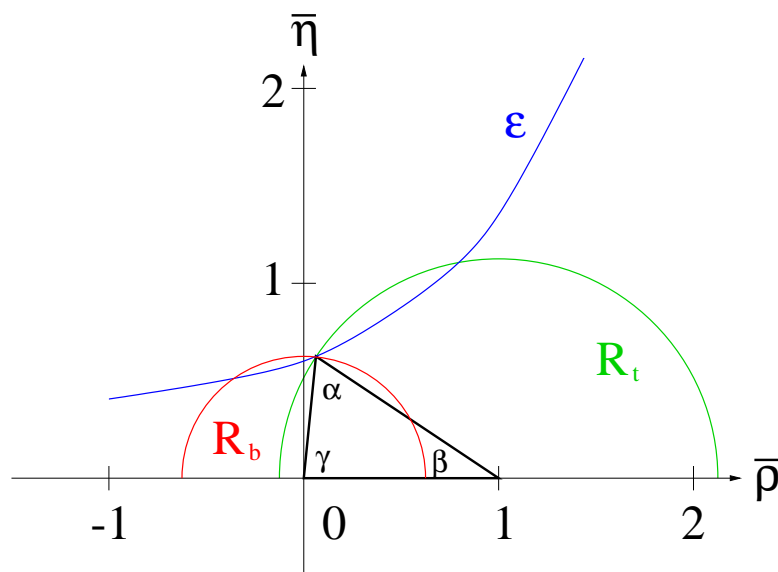
- Concluding Remarks

Setting the Stage

Preliminaries

- In this decade, stringent tests of the flavour dynamics of the SM – in particular the Kobayashi–Maskawa mechanism of CP violation – through dedicated B and K experiments!
- Central Target:

Unitarity Triangle (UT) of the CKM Matrix



- Main Goals:
 - Overconstrain the UT as much as possible
 - Search for *discrepancies* with the SM:
 - ... may shed light on NP:

→ synergy with NP searches at the LHC ...

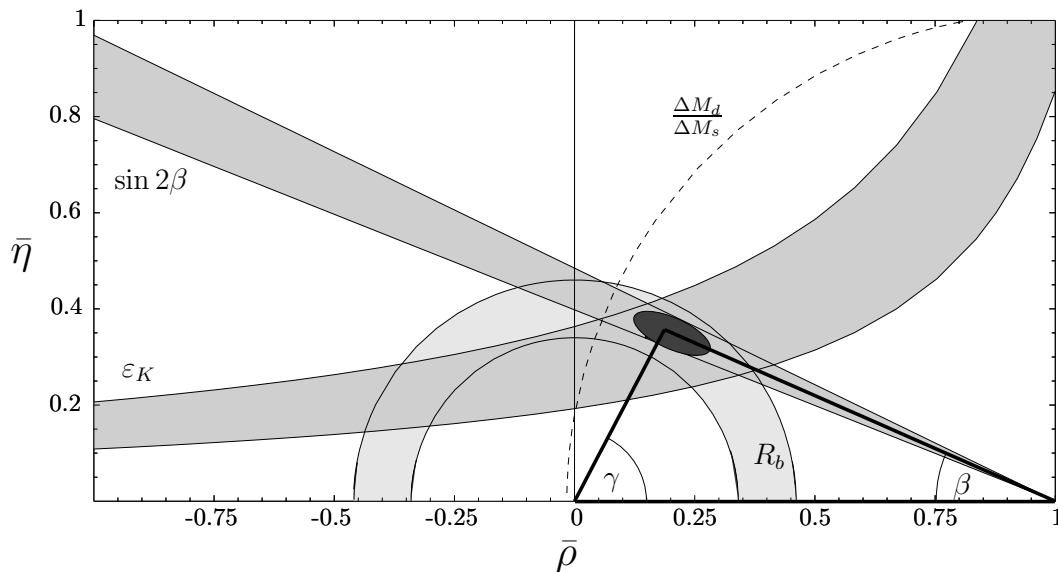
[See also talk by G. Branco @ this workshop]

Current Status

- Thanks to BaBar and Belle, mixing-induced CP violation is now a well-established phenomenon in the B -meson system:

$$B_d \rightarrow J/\psi K_S \Rightarrow \sin 2\beta = 0.725 \pm 0.037$$

- Unitarity Triangle:



[Buras, Schwab & Uhlig, hep-ph/0405132; for other analyses, see <http://ckmfitter.in2p3.fr/>, <http://www.utfit.org>]

- Further constraints on the Unitarity Triangle:

- $B \rightarrow \pi\pi, \rho\pi, \rho\rho,$
- $B \rightarrow D^{(*)\pm}\pi^\mp,$
- $B \rightarrow DK$ decays:

\Rightarrow remarkably consistent with the KM picture!

But we should not be “desperate” ...

- Despite tremendous progress, the picture of CP-violating as well as rare B and K decays is still pretty limited:

– Example: $b \rightarrow d\bar{s}s$ penguins, i.e. decays of the kind $B_d \rightarrow K^0 \bar{K}^0$ (BaBar @ ICHEP '04), are now emerging.

- It is to be seen whether modifications of the SM description of quark flavour dynamics and CP violation will be required...

- Interestingly, the current BaBar and Belle data indicate also a couple of potential *inconsistencies* with the SM:

– $B \rightarrow \phi K$:

* $(\sin 2\beta)_{\phi K_S}$ may differ from $(\sin 2\beta)_{\psi K_S}$.

* Polarization analysis of $B \rightarrow \phi K^*$, although hadronic effects complicate the search for NP significantly.

– $B \rightarrow \pi K$:

* The decays with prominent EW penguin contributions exhibit a puzzling pattern of their branching ratios, suggesting NP in the EW penguin sector.

* Should this actually be the case, spectacular NP effects in several rare decays can be expected:

$$\underbrace{K_L \rightarrow \pi^0 \nu \bar{\nu}, K_L \rightarrow \pi^0 e^+ e^-}_{\text{E391(a), KOPIO, NA48 ...}}, B_{s,d} \rightarrow \mu^+ \mu^-, \dots$$

- Moreover, an important element is still *missing*:

The B_s -Meson System \rightarrow the domain of LHCb ...

Systematic Search for NP: An Example

- Addresses $B \rightarrow \pi\pi, \pi K$ modes and rare B & K decays:
 - We shall stay within the SM as long as “possible”;
 - pattern of the $B \rightarrow \pi K$ data guides us to a NP scenario with enhanced EW penguins + new weak phases.

⇒ 3 interrelated steps:

1 SM analysis of the $B \rightarrow \pi\pi$ data (isospin symmetry):

- * Allows a *clean* extraction of hadronic parameters.
- * CP violation in $B_d \rightarrow \pi^0\pi^0$ can be *predicted*.

2 The hadronic $B \rightarrow \pi K$ parameters can be determined through their $B \rightarrow \pi\pi$ counterparts with the help of $SU(3)$ and plausible assumptions (can be checked!):

- * Insights into $SU(3)$ -breaking effects can be obtained and γ extracted, in accordance with the UT fits.
- * We can accommodate the $B \rightarrow \pi K$ data in the SM, with the exciting *exception* of those observables that are significantly affected by EW penguins!
- * However, sizeably enhanced EW penguins with a large NP phase allow us to describe the current data!
- * CP violation in $B_d \rightarrow \pi^0 K_S$ can be *predicted*.

3 The enhanced EW penguins with large CP-violating NP phases have also important implications for rare decays!

[A.J. Buras, R.F., S. Recksiegel, F. Schwab, *Phys. Rev. Lett.* **92** (2004) 101804; *Nucl. Phys.* **B697** (2004) 133; new data: [→ hep-ph/0410407](#)]

Step 1:

$$B \rightarrow \pi\pi:$$

$$B^+ \rightarrow \pi^+\pi^0, \quad B^- \rightarrow \pi^-\pi^0$$

$$B_d^0 \rightarrow \pi^+\pi^-, \quad \bar{B}_d^0 \rightarrow \pi^+\pi^-$$

$$B_d^0 \rightarrow \pi^0\pi^0, \quad \bar{B}_d^0 \rightarrow \pi^0\pi^0$$

\Rightarrow ... non-factorizable hadronic interference effects (SM)!

Input Observables & Hadronic Parameters

- Two independent ratios of the CP-averaged BRs:

$$R_{+-}^{\pi\pi} \equiv 2 \left[\frac{\text{BR}(B^\pm \rightarrow \pi^\pm \pi^0)}{\text{BR}(B_d \rightarrow \pi^+ \pi^-)} \right] \frac{\tau_{B_d^0}}{\tau_{B^+}} = 2.20 \pm 0.31$$

$$R_{00}^{\pi\pi} \equiv 2 \left[\frac{\text{BR}(B_d \rightarrow \pi^0 \pi^0)}{\text{BR}(B_d \rightarrow \pi^+ \pi^-)} \right] = 0.67 \pm 0.14$$

- Surprising experimental results, which differ significantly from the QCDF picture of $R_{+-}^{\pi\pi} \sim 1.24$ and $R_{00}^{\pi\pi} \sim 0.07$.

- CP-violating observables of $B_d \rightarrow \pi^+ \pi^-$:

$$\mathcal{A}_{\text{CP}}^{\text{dir}}(B_d \rightarrow \pi^+ \pi^-) = -0.37 \pm 0.11$$

$$\mathcal{A}_{\text{CP}}^{\text{mix}}(B_d \rightarrow \pi^+ \pi^-) = +0.61 \pm 0.14$$

- Experimental picture is not yet settled (HFAG averages).
- Theoretical interpretation to be discussed below yields constraints for the UT in nice accordance with the SM...

- Observables involve the following hadronic parameters:

- Ratio of “penguin” to “tree” amplitudes:

$$de^{i\theta} \equiv \frac{1}{R_b} \left[\frac{\mathcal{P}_{tc}}{\mathcal{T} - (\mathcal{P}_{tu} - \mathcal{E})} \right]$$

- Ratio of “colour-suppressed to -allowed tree” amplitudes:

$$xe^{i\Delta} \equiv \left[\frac{\mathcal{C} + (\mathcal{P}_{tu} - \mathcal{E})}{\mathcal{T} - (\mathcal{P}_{tu} - \mathcal{E})} \right]$$

Output & Predictions

- Hadronic parameters can be *unambiguously* determined:

$$\Rightarrow \begin{cases} d = 0.51_{-0.20}^{+0.26}, & \theta = +(140_{-18}^{+14})^\circ \\ x = 1.15_{-0.16}^{+0.18}, & \Delta = -(59_{-26}^{+19})^\circ \end{cases} \quad (1)$$

- On the other hand:

$$d|_{\text{QCDF}} = 0.29 \pm 0.09, \quad \theta|_{\text{QCDF}} = -(171.4 \pm 14.3)^\circ$$

$$d|_{\text{PQCD}} = 0.23_{-0.05}^{+0.07}, \quad +139^\circ < \theta|_{\text{PQCD}} < +148^\circ$$

[QCDF: Buchalla & Safir ('04); PQCD: Keum & Sanda ('03)]

- (1) allows the *prediction* of CP violation in $B_d \rightarrow \pi^0 \pi^0$:

$$\mathcal{A}_{\text{CP}}^{\text{dir}}(B_d \rightarrow \pi^0 \pi^0) \Big|_{\text{SM}} = -0.28_{-0.21}^{+0.37}$$

$$\mathcal{A}_{\text{CP}}^{\text{mix}}(B_d \rightarrow \pi^0 \pi^0) \Big|_{\text{SM}} = -0.63_{-0.41}^{+0.45}$$

\Rightarrow exciting perspective of *large* CP violation!

- First *B*-factory results reported @ ICHEP '04:

$$\mathcal{A}_{\text{CP}}^{\text{dir}}(B_d \rightarrow \pi^0 \pi^0) = \begin{cases} -(0.12 \pm 0.56 \pm 0.06) & (\text{BaBar}) \\ -(0.43 \pm 0.51 \pm 0.17)_{-0.16} & (\text{Belle}) \end{cases}$$

$$\Rightarrow \mathcal{A}_{\text{CP}}^{\text{dir}}(B_d \rightarrow \pi^0 \pi^0) = -(0.28 \pm 0.39)$$

\Rightarrow encouraging agreement with our prediction!

- Measurement of *one* of the CP-violating $B_d \rightarrow \pi^0 \pi^0$ observables will allow a *clean determination* of γ .

Step 2:

$$B \rightarrow \pi K:$$

$$\left. \begin{array}{l} B^+ \rightarrow \pi^+ K^0, \quad B^- \rightarrow \pi^- \bar{K}^0 \\ B_d^0 \rightarrow \pi^- K^+, \quad \bar{B}_d^0 \rightarrow \pi^+ K^- \end{array} \right\} \begin{array}{l} \textit{colour-suppressed} \\ \text{EW penguins} \\ \text{(expected to be tiny)} \end{array}$$

$$\left. \begin{array}{l} B^+ \rightarrow \pi^0 K^+, \quad B^- \rightarrow \pi^0 K^- \\ B_d^0 \rightarrow \pi^0 K^0, \quad \bar{B}_d^0 \rightarrow \pi^0 \bar{K}^0 \end{array} \right\} \begin{array}{l} \textit{colour-allowed} \\ \text{EW penguins} \\ \text{(significant)} \end{array}$$

\Rightarrow ... may indicate NP in the EW penguin sector!

Preliminaries

- The $B \rightarrow \pi K$ dynamics is very different from $B \rightarrow \pi\pi$:

- QCD penguins play the dominant rôle.
- EW penguins complicate the analysis, but provide also a nice avenue for NP to manifest itself in the data!

[R.F. & Mannel ('97); Grossman, Neubert & Kagan ('99); ...]

- Main Ingredients of our $B \rightarrow \pi K$ Analysis:

- Starting point:

- * Hadronic $B \rightarrow \pi\pi$ parameters determined in Step 1.
- * SM CKM fits (insignificantly affected by EWPs).

- Working hypothesis:

- $SU(3)$ flavour symmetry of strong interactions
- Neglect penguin annihilation and exchange topologies

Internal consistency checks OK! (→ LHCb)

- We may then determine the relevant hadronic $B \rightarrow \pi K$ parameters through their $B \rightarrow \pi\pi$ counterparts:

⇒ Prediction of $B \rightarrow \pi K$ observables in the SM!

- Key Question:

Will we encounter discrepancies?

Observables with *tiny* impact of EW penguins

- Important recent development @ ICHEP '04:

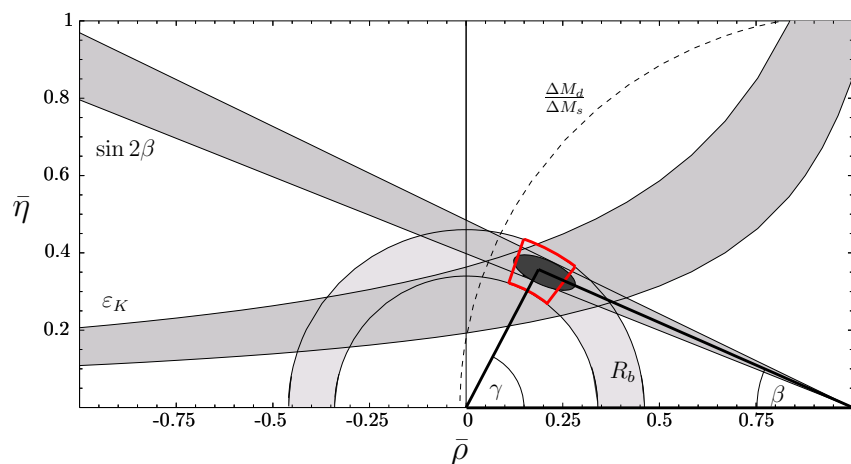
- Observation of direct CP violation in $B_d \rightarrow \pi^\mp K^\pm$ modes by BaBar and Belle, with the following average:

$$\mathcal{A}_{\text{CP}}^{\text{dir}}(B_d \rightarrow \pi^\mp K^\pm) = +0.113 \pm 0.019.$$

- In our strategy, we obtain the following prediction:

$$\mathcal{A}_{\text{CP}}^{\text{dir}}(B_d \rightarrow \pi^\mp K^\pm) = +0.127_{-0.066}^{+0.102}.$$

- We may convert the CP asymmetries of $B_d \rightarrow \pi^+ \pi^-$ into a range for γ with the help of $B_d \rightarrow \pi^\mp K^\pm$:



- Moderate numerical discrepancy for the ratio R of the CP-averaged $B_d \rightarrow \pi^\mp K^\pm$, $B^\pm \rightarrow \pi^\pm K$ branching ratios:

- Suggests sizeable impact of a hadronic parameter ρ_c .
- Constrained through the emerging $B^\pm \rightarrow K^\pm K$ signal.

⇒ No problems for the SM in this sector!

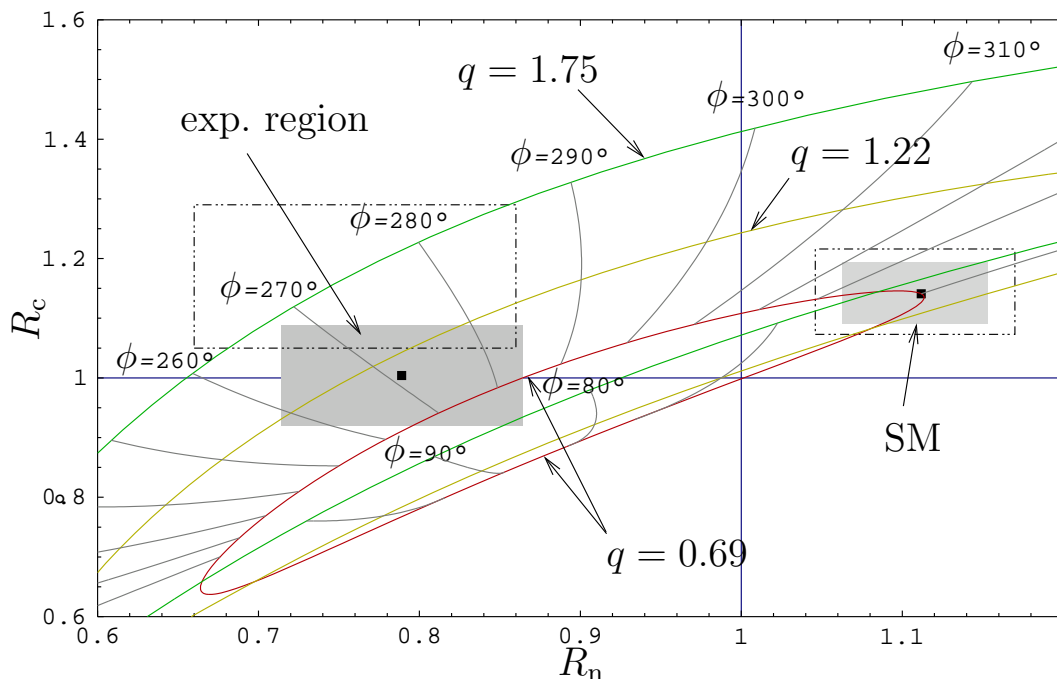
Observables with *sizeable* impact of EWPs

- Key Observables: → involve EWP parameters q and ϕ ...

$$R_c \equiv 2 \left[\frac{\text{BR}(B^+ \rightarrow \pi^0 K^+) + \text{BR}(B^- \rightarrow \pi^0 K^-)}{\text{BR}(B^+ \rightarrow \pi^+ K^0) + \text{BR}(B^- \rightarrow \pi^- \bar{K}^0)} \right]$$

$$R_n \equiv \frac{1}{2} \left[\frac{\text{BR}(B_d^0 \rightarrow \pi^- K^+) + \text{BR}(\bar{B}_d^0 \rightarrow \pi^+ K^-)}{\text{BR}(B_d^0 \rightarrow \pi^0 K^0) + \text{BR}(\bar{B}_d^0 \rightarrow \pi^0 \bar{K}^0)} \right]$$

- The situation in the R_n - R_c plane:



- Allow for NP in the EW penguin sector:

$$\boxed{\underbrace{q = 1.08^{+0.81}_{-0.73}}_{\text{SM} \rightarrow 0.69}, \quad \underbrace{\phi = -(88.8^{+13.7}_{-19.0})^\circ}_{\text{SM} \rightarrow 0^\circ}}$$

⇒ predictions of CPV in $B^\pm \rightarrow \pi^0 K^\pm$, $B_d \rightarrow \pi^0 K_S$...

Step 3:

Rare B and K Decays

Z^0 penguins

⇒ ... several spectacular NP effects!

Preliminaries

- Enhanced Z^0 penguins with a large new complex phase provide an attractive scenario for NP effects in rare and CP-violating K and B decays:
 - Model-independent analyses
 - Studies within particular supersymmetric scenarios ...

[Buras & Silvestrini (1999); Buras, Colangelo, Isidori, Romanino & Silvestrini (2000); Buchalla *et al.* (2001); Atwood & Hiller (2003); Buras, Ewerth, Jäger & Rosiek (2004)]

- In our analysis, we determine the size of the enhancement of the Z^0 -penguin Inami–Lim function C and the size of its complex phase through the $B \rightarrow \pi K$ data:
 - Performing a renormalization-group analysis yields

$$C(\bar{q}) = 2.35 \bar{q} e^{i\phi} - 0.82, \quad \bar{q} = q \left[\frac{|V_{ub}/V_{cb}|}{0.086} \right] \quad (2)$$

- Evaluating the relevant box-diagram contributions within the SM and using (2), we obtain the SD functions

$$X = 2.35 \bar{q} e^{i\phi} - 0.09 \quad \text{and} \quad Y = 2.35 \bar{q} e^{i\phi} - 0.64,$$

which govern the rare K , B decays with $\nu\bar{\nu}$ and l^+l^- in the final states, respectively.

[Buras, R.F, Recksiegel & Schwab (2003)]

Constraints from Rare Decays

- Previous $B \rightarrow \pi K$ data:

$$\Rightarrow q = 1.75_{-0.99}^{+1.27}, \quad \phi = -(85_{-14}^{+11})^\circ$$

$$\Rightarrow |X| \approx |Y| \approx |Z| \approx 4.3_{-2.4}^{+3.0}$$

- $|X|$: compatible with $K \rightarrow \pi\nu\bar{\nu}$, $B \rightarrow X_{s,d}\nu\bar{\nu}$ data.
- $|Y|$: *violates* the bound $|Y| \leq 2.2$ following from the BaBar and Belle data for $B \rightarrow X_s\mu^+\mu^-$.
- $|Z|$: too large to be consistent with the data on ε'/ε .

- Consider only those $(q, \phi)_{B \rightarrow \pi K}$ that satisfy $|Y| = 2.2$:

$$\Rightarrow \boxed{\bar{q} = 0.92_{-0.05}^{+0.07}, \quad \phi = -(85_{-14}^{+11})^\circ}$$

- Compatible with all current data on rare decays!
- Nicely compatible with the *new* $B \rightarrow \pi K$ data:

$$\Rightarrow q = 1.08_{-0.73}^{+0.81}, \quad \phi = -(88.8_{-19.0}^{+13.7})^\circ.$$

- We may still encounter significant deviations from the SM predictions for rare decays ...

Various *predictions*

\Rightarrow

Tests of our NP scenario!

Picture with the Rare-Decay Constraints

Quantity	Old Data	Prediction with RDs	New Data
R_c	1.17 ± 0.12	$1.00^{+0.12}_{-0.08}$	1.00 ± 0.08
R_n	0.76 ± 0.10	$0.82^{+0.12}_{-0.11}$	0.79 ± 0.08

\Rightarrow data moved accordingly! [see BFRS NPB paper]

- Define CP-violating phases through the following relations:

$$X = |X|e^{i\theta_X}, \quad Y = |Y|e^{i\theta_Y}, \quad Z = |Z|e^{i\theta_Z}$$

$$\beta_X \equiv \beta - \beta_s - \theta_X, \quad \beta_Y \equiv \beta - \beta_s - \theta_Y, \quad \beta_Z \equiv \beta - \beta_s - \theta_Z$$

$$[\beta: \text{usual UT angle, } \beta_s = -\lambda^2\eta = -1^\circ]$$

- Short-distance parameters following from our NP analysis:

$$|C| = 2.24 \pm 0.04, \quad \theta_C = -(105 \pm 12)^\circ$$

$$|X| = 2.17 \pm 0.12, \quad \theta_X = -(86 \pm 12)^\circ, \quad \beta_X = (111 \pm 12)^\circ$$

$$|Y| = 2.2 \text{ (input)}, \quad \theta_Y = -(100 \pm 12)^\circ, \quad \beta_Y = (124 \pm 12)^\circ$$

$$|Z| = 2.27 \pm 0.06, \quad \theta_Z = -(108 \pm 12)^\circ, \quad \beta_Z = (132 \pm 12)^\circ$$

- SM corresponds to the following values:

$$|C| = 0.79, \quad |X| = 1.53, \quad |Y| = 0.98, \quad |Z| = 0.68$$

$$\theta_C = \theta_X = \theta_Y = \theta_Z = 0^\circ$$

Rare Decays $K \rightarrow \pi \nu \bar{\nu}$ (Very Clean!)

- The current experimental picture:

$$\begin{aligned} \text{BR}(K^+ \rightarrow \pi^+ \nu \bar{\nu}) &= (14.7_{-8.9}^{+13.0}) \times 10^{-11} \quad [\text{E949} + \text{E787}] \\ \text{BR}(K_L \rightarrow \pi^0 \nu \bar{\nu}) &< 5.9 \times 10^{-7} \quad [\text{KTeV}; \text{ wait for E391a ...}] \end{aligned}$$

- Branching ratios in the SM:

$$\begin{aligned} \text{BR}(K^+ \rightarrow \pi^+ \nu \bar{\nu}) \Big|_{\text{SM}} &= (8.0 \pm 1.1) \times 10^{-11} \\ \text{BR}(K_L \rightarrow \pi^0 \nu \bar{\nu}) \Big|_{\text{SM}} &= (3.2 \pm 0.6) \times 10^{-11} \end{aligned}$$

- Branching ratios in our NP scenario:

$$\begin{aligned} \text{BR}(K^+ \rightarrow \pi^+ \nu \bar{\nu}) &= (7.5 \pm 2.1) \times 10^{-11} \\ \text{BR}(K_L \rightarrow \pi^0 \nu \bar{\nu}) &= (31 \pm 10) \times 10^{-11} \end{aligned}$$

- Pattern is dominantly the consequence of $\beta_X \approx 111^\circ$:

$$\frac{\text{BR}(K_L \rightarrow \pi^0 \nu \bar{\nu})}{\text{BR}(K_L \rightarrow \pi^0 \nu \bar{\nu})_{\text{SM}}} = \left| \frac{X}{X_{\text{SM}}} \right|^2 \left[\frac{\sin \beta_X}{\sin(\beta - \beta_s)} \right]^2$$

$$\frac{\text{BR}(K_L \rightarrow \pi^0 \nu \bar{\nu})}{\text{BR}(K^+ \rightarrow \pi^+ \nu \bar{\nu})} \approx 4.4 \times (\sin \beta_X)^2 \approx (4.2 \pm 0.2)$$

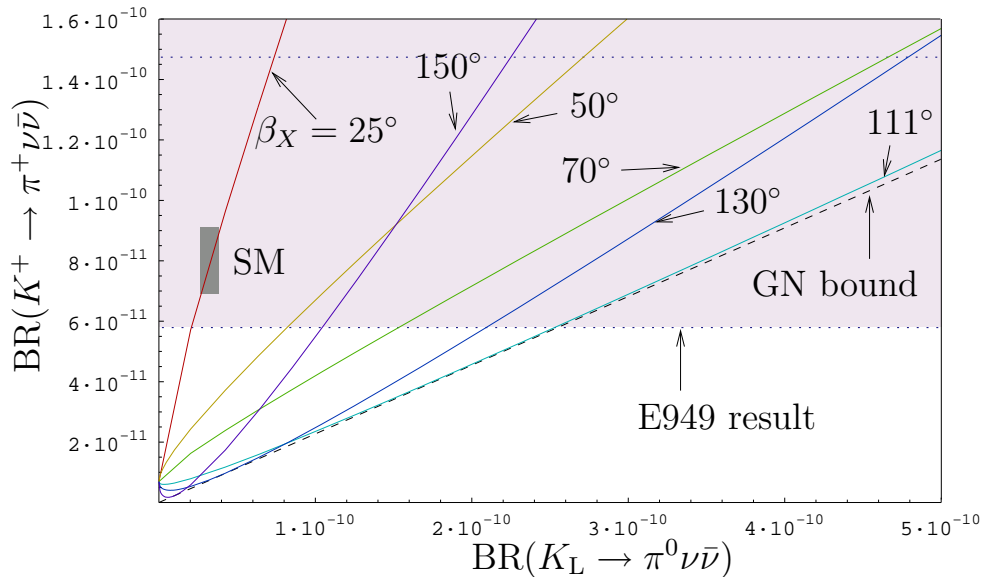
- $\text{BR}(K_L \rightarrow \pi^0 \nu \bar{\nu})$ is close to its absolute upper bound:

[Grossman & Nir (1997)]

$$\text{BR}(K_L \rightarrow \pi^0 \nu \bar{\nu}) \leq 4.4 \times \text{BR}(K^+ \rightarrow \pi^+ \nu \bar{\nu})$$

– $\text{BR}(K^+ \rightarrow \pi^+ \nu \bar{\nu})$ as a function of $\text{BR}(K_L \rightarrow \pi^0 \nu \bar{\nu})$:

[MFV: Buras & R.F. (2001)]



● Moreover:

– In NP scenarios with MFV, which contain also the SM, the $K \rightarrow \pi \nu \bar{\nu}$ BRs allow a determination of $\sin 2\beta$.

[Buchalla & Buras (1994)]

– However, in our NP scenario, we obtain the following:

$$(\sin 2\beta)_{\pi \nu \bar{\nu}} = \sin 2\beta_X = -(0.69^{+0.23}_{-0.41})$$

– On the other hand: $(\sin 2\beta)_{\psi_{K_S}} = +(0.725 \pm 0.037)$

\Rightarrow $(\sin 2\beta)_{\pi \nu \bar{\nu}} \stackrel{\text{MFV}}{=} (\sin 2\beta)_{\psi_{K_S}}$ is strongly violated!

Other Spectacular NP Effects ...

- $K_L \rightarrow \pi^0 e^+ e^-$:

- SM \rightarrow decay is governed by indirect CP violation:

$$\text{BR}(K_L \rightarrow \pi^0 e^+ e^-) \Big|_{\text{SM}} = (3.2_{-0.8}^{+1.2}) \times 10^{-11}$$

[Buchalla, D'Ambrosio & Isidori (2003)]

- NP \rightarrow decay is governed by direct CP violation:

$$\text{BR}(K_L \rightarrow \pi^0 e^+ e^-) = (7.8 \pm 1.6) \times 10^{-11}$$

[See also Isidori, Smith & Unterdorfer (2004): $K_L \rightarrow \pi^0 \mu^+ \mu^-$]

- $B_d \rightarrow K^* \mu^+ \mu^-$:

Integrated forward–backward CP asymmetry [Buchalla *et al.* ('01)]

$$A_{\text{FB}}^{\text{CP}} = (0.03 \pm 0.01) \times \tan \theta_Y$$

can be very large in view of $\theta_Y \approx -100^\circ$.

[See also Choudhury, Gaur & Cornell (2004); ...]

- $B \rightarrow X_{s,d} \nu \bar{\nu}$ and $B_{s,d} \rightarrow \mu^+ \mu^-$:

BRs are enhanced by factors of 2 and 5, respectively, whereas the impact on $K_L \rightarrow \mu^+ \mu^-$ is rather moderate.

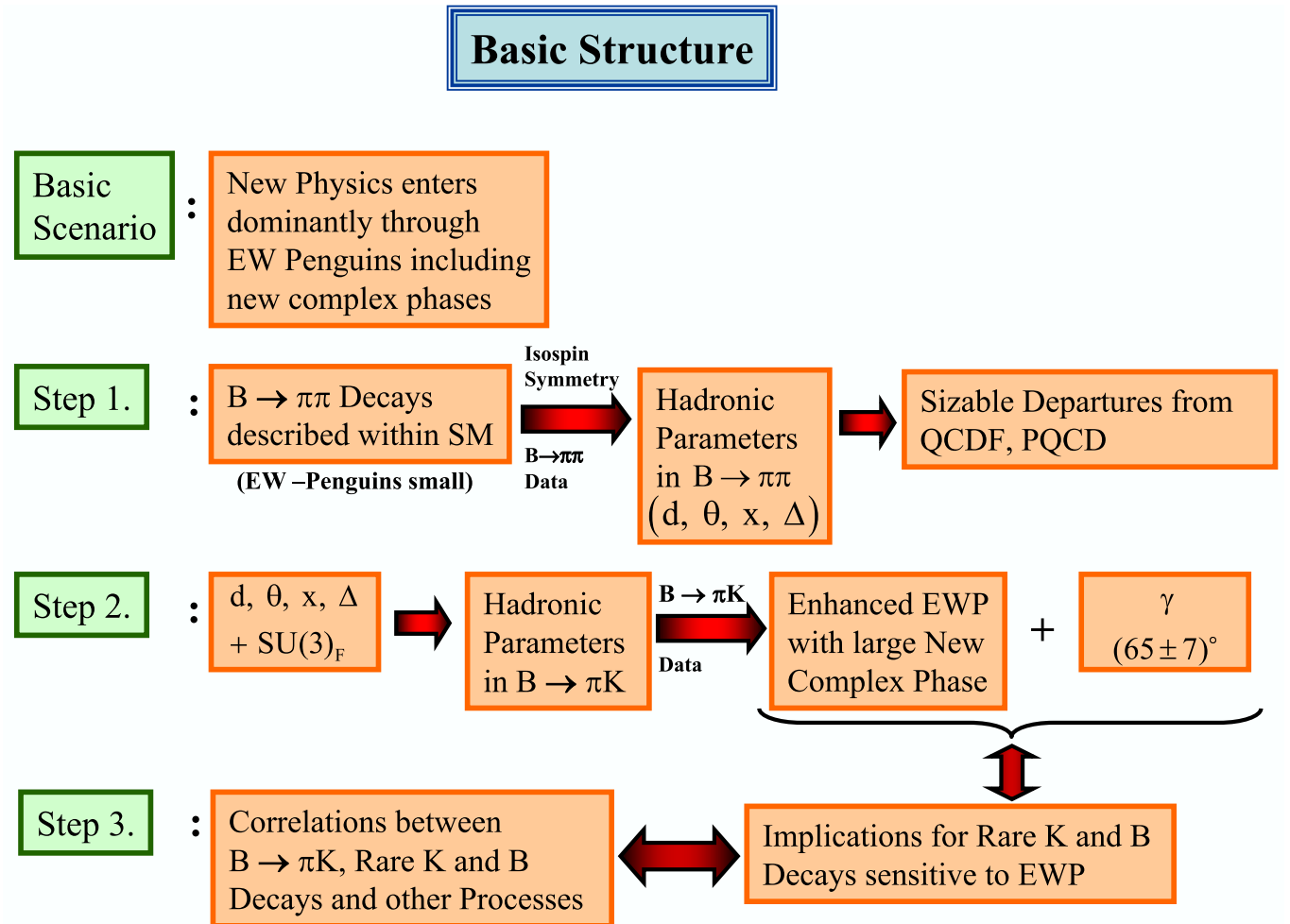
- ε'/ε : \rightarrow large hadronic uncertainties [Buras (2003)], but ...

- Enhanced Z^0 penguins may be important! [Buras & Silvestrini ('99)]

- Enhanced value of $|C|$ and its large negative phase require a significant enhancement of $\langle Q_6 \rangle$ with respect to $\langle Q_8 \rangle$ in order to be consistent with the ε'/ε data!

Summary & Comments

- Flow diagram:



- Model-independent analysis within our scenario where NP enters the EW penguin sector through enhanced Z^0 penguins with a new CP-violating phase.
- This scenario can be accommodated in the general MSSM. [Buras, Ewerth, Jäger & Rosiek, hep-ph/0408142]
- There are other NP scenarios to address the $B \rightarrow \pi K$ puzzle, but usually no relation to $K \rightarrow \pi\nu\bar{\nu}$, $B \rightarrow \mu^+\mu^-$. [Barger, Chiang, Langacker and Lee, hep-ph/0406126; ...]

Concluding Remarks

- Flavour physics provides powerful tools to explore the SM:
 - B system:
 - * On the one hand, the current BaBar and Belle data give a picture in impressive agreement with KM!
 - * **On the other hand, also potential discrepancies...**
 - LHCb, super- B factory (?)
 - K system:
 - * Governed the stage of CPV for more than 35 years!
 - * The future lies on rare decays → NA48 @ CERN
 - Other important aspects:
 - * D system: tiny CPV and mixing effects in SM.
 - * Search for flavour-violating charged-lepton decays...

Crucial to get the *whole* picture!

- In this talk, illustration through a specific strategy:

$$\boxed{B \rightarrow \pi\pi} \xrightarrow{SU(3)} \boxed{B \rightarrow \pi K} \xrightarrow{Z^0} \boxed{\text{rare decays}}$$

... can be systematically improved through better data!

- Fruitful interplay with NP searches/discoveries at ATLAS and CMS expected; has to be further explored...