

Study of radiative and electroweak penguin B decays at BaBar

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We report on studies of flavor-changing neutral current decays of B mesons, recently performed using the large data set collected with the BaBar detector. Sensitivity to New Physics is tested through measurements of decay rates, rate asymmetries, and CP asymmetries, in several $b \rightarrow s \gamma$, $b \rightarrow s l^+ l^-$, $b \rightarrow d \gamma$, and $b \rightarrow d l^+ l^-$ processes, as well as $B \rightarrow K^{(*)} \nu \bar{\nu}$ decays.

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