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Rare decays and direct CP violation in the B system: probing deeper into the Standard Model

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The B -factory experiments Belle and BaBar have been running for several years and have accumulated very large samples of reconstructed B decays. From this data a wealth of measurements have been made of branching fractions, polarization, and CP asymmetries. Some results are as theoretically expected, while others are surprising. In this talk I review recent measurements relating to rare hadronic decays, including searches for direct CP violation, and discuss what these measurements tell us about the Standard Model and any new physics.