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## LHC Higgs Searches with b-jets Versus Rare B-decays in SUSY GUTS

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We study the prospects for detection of neutral Higgs bosons in associated b production at the LHC, where the Higgs decays into b-quarks leading to a 3-b signal. We consider unified frameworks such as mSUGRA, AMSB, and GMSB to determine the searchable phase space in these models, taking into account constraints from EWSB and chargino searches. We also consider predictions for rare decays including  $B_s \rightarrow \mu\mu$ ,  $B_s \rightarrow \tau\tau$ , and  $b \rightarrow s \gamma$ , as well as  $\mu\mu g-2$ .

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