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B to ρ transition form factors in AdS/QCD model.

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AdS/QCD is successful in predicting the diffractive ρ -meson production. It is then natural to investigate the prediction of this model for $B \rightarrow \rho$ transition form factors. This talk describes the derivation of the three form factors relevant for the semileptonic $B \rightarrow \rho \ell \nu$ decay along with the tensor form factor which enters $B \rightarrow \rho \gamma$ transition within light cone sum rules method.

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