Summary of rare-B decay measurements

- We are beginning to get real information on some modes but errors are still substantial
- $B \to \eta' K$ and $B \to \eta' X_S$ unexpectedly large, possibly requiring new physics explanation for the latter.
- Still to come:
  - ⋆ Add $\sim 50\%$ additional data from CLEO 2.5 (SVX)
  - ⋆ Finish likelihood analyses on more modes with η, K^*, ϕ, ... and study ratios of $\mathcal{B}$'s
  - ⋆ Look for direct CP violation by measuring asymmetries, for both inclusive and exclusive decays (needs a lot more data)
  - ⋆ Fill in the holes in the tables - many modes still not done
  - ⋆ Expect many more 2-3σ hints $\Rightarrow$ 3-5σ signals