## On a new notion of norm-attaining operators on Banach spaces

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We present a new notion of norm-attainment in which the maximum is required to be strongly attained with respect to the range space. This is a less restrictive concept than the absolute strong exposition introduced by Bourgain in 1977, although it is also closely related to the Radon-Nýkodym Property. Using this new concept, we improve some classical results by Uhl (1976) and Schchermayer (1983) and get some analogous results to those obtained by Bourgain (1977).