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**Title:** INTELLIGENT COOPERATIVE AGENTS FOR RELATIONSHIP MANAGEMENT IN DATA MINING ENVIRONMENTS

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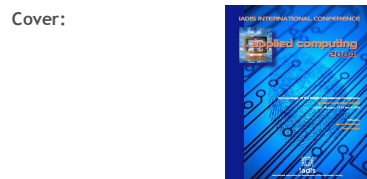
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**Paper Abstract:** We already live in a technological innovation era, where consumers can have in their hands plenty of information they demand in real time. With regard to this new era, put in those terms, it is necessary to replace the mass-like marketing practice with a relationship marketing type, that is, to serve each customer according to their needs, offering a product or service specific for each of them. Data mining will be the way to obtain the knowledge that could help understand the customers wishes through an analysis of data stored within a data base. This short paper provides an overview of intelligent software agent in customer relationship management (CRM) with knowledge of data mining, helping the involved companys staff in CRM decision making, aiming to conquer and carefully keep the customer, thus obtaining his loyalty.

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