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The Impact of Tailoring Criteria on Agile Practices Adoption: A Survey with Novice Agile Practitioners in Brazil

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**Highlights**

- Tailoring criteria have a relevant impact on the adoption of agile practices.
- Main criteria are external environment, previous knowledge and internal environment.
- Organizations adopt agile practices to fit their context, culture and objectives.
- Organizations adopt hybrid or custom software methods to meet their needs.
- Novice practitioners in Brazil start using traditional software development practices.

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