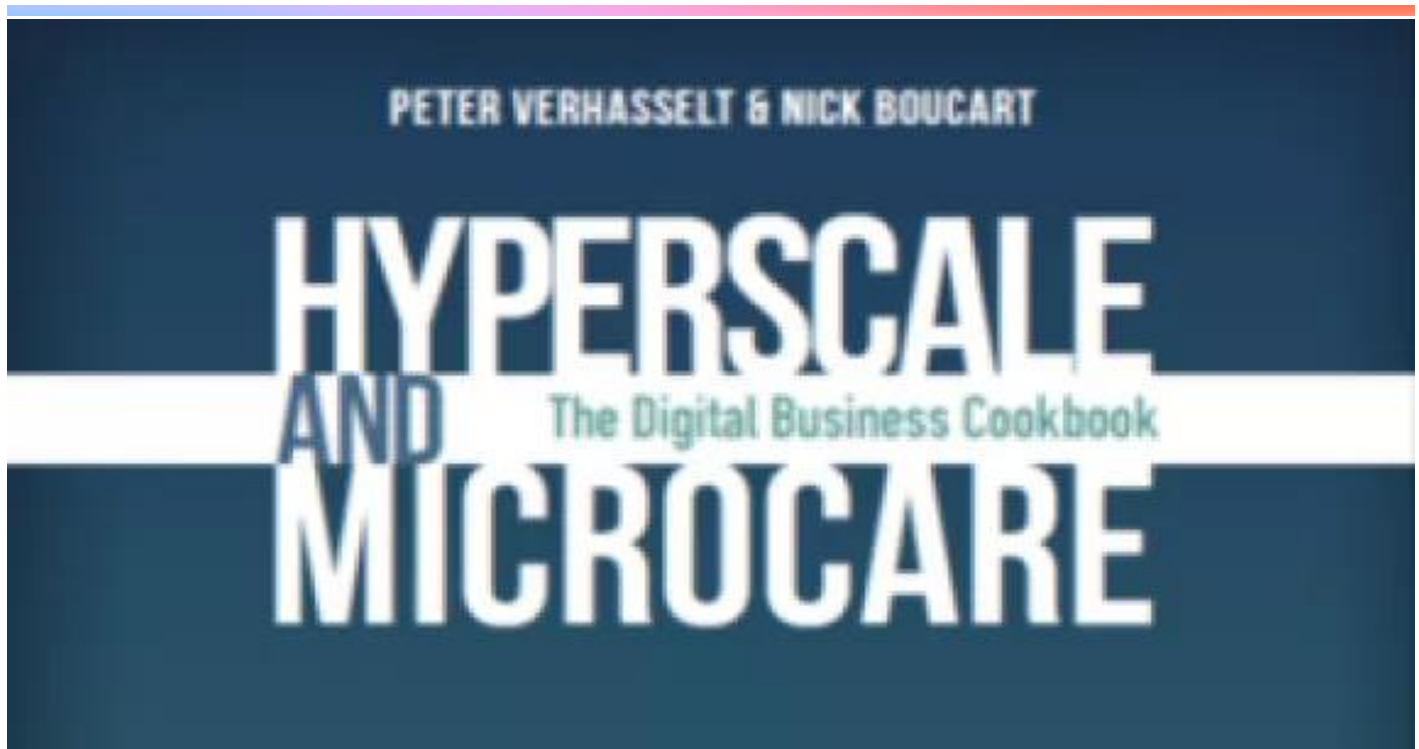




## Hyperscale and Microcare, soon on your bookshelf!

16 October 2018, 18:13

Peter Verhasselt  
Nick Boucart

A new book 'Hyperscale and Microcare, The Digital Business Cookbook', will explore what it takes to build winning software products today. It will focus on the idea that one should stop building software, and build digital services instead, effectively combining hyperscale with microcare: the ability to establish an intimate relationship with each and every of your thousands of users.

Thanks to open source, the cloud and APIs, it is easier than ever before to build and release software products to a global audience. As a result, competition is tough, prices are under pressure. The good old recipe of just adding more functionality to your software product does not work anymore.

In this book we discuss the capabilities and processes you need to build such digital services. We zoom in on the kinds of assets you need to develop, and that will greatly influence the valuation, all supported with practical advice and real world examples.

If you are responsible for bringing digital products to the market, then this book will give you a head start.

'Hyperscale and Microcare. The Digital Business Cookbook' will be available in November, but you can already pre-order it [here](#).

*Interested in attending the official book presentation? Come to our [event](#) on 21 November, meet the authors and receive the book!*

## Authors



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