

From books to blogs : the digitalization journey of a contentpreneur

Mostafa, Hend; Apaydin, Marina; Gold, Shaun; **Hammuda, Basel Osama Sayed Ahmed** Contemporary entrepreneurship : global perspectives and cases 2024 / p. 9-18 <https://doi.org/10.4324/9781003371403-3> https://www.estel.ee/record=b5670538*est