

**Investeeringute alused**

**Krumm, Kristo** 2011 [https://www.ester.ee/record=b2719589\\*est](https://www.ester.ee/record=b2719589*est)

**Online content creators' and viewers' interdependent journeys**

**Hollebeek, Linda Desiree**; Anselmsson, Johan; Adomaviciute-Sakalauske, Karina; Krumm, Kristo; Jansson, Johan; Wait, Marius; Ooi, Beewah; **Riivits-Arkonsuo, Iivi**; Lubbe, Isolde Services marketing quarterly 2024 / p. 296-318

<https://doi.org/10.1080/15332969.2024.2364128>