

**From books to blogs : the digitalization journey of a contentpreneur**

Mostafa, Hend; Apaydin, Marina; Gold, Shaun; **Hammada, 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](https://www.estel.ee/record=b5670538*est)