

Textbook move: Ex-Yahoo exec becomes CEO of Chegg

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(AP) -- A former Yahoo executive is taking over as CEO of online textbook rental service Chegg.com.

Dan Rosensweig is leaving a job overseeing Activision's Guitar Hero video game franchise to run Chegg. The hiring was announced Tuesday.

Rosensweig is best known for his four-year stint as Yahoo's chief operating officer, where he worked closely with the Internet company's former [CEO](#), Terry Semel.

Rosensweig left [Yahoo](#) after a management reshuffling in 2006. Semel stepped aside under shareholder pressure a few months later.

Chegg, which based in Santa Clara, Calif., has been trying to shake up the college [textbook](#) industry by allowing students to rent the material required for their courses.

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