



**Bestselling Author "The Art of Thinking Clearly"**  
**Founder and Curator of WORLD.MINDS**

Rolf Dobelli is a bestselling author and entrepreneur. In his bestsellers - including 'The Art of Clear Thinking' - he recommends that readers adopt a healthy scepticism towards mass opinions, illusions and well-trodden paths. His books are available in more than thirty languages and have already sold millions of copies.

Rolf Dobelli (\*1966) studied philosophy and business administration at the University of St. Gallen and gained a doctorate in philosophy. He then obtained a commercial pilot's licence and held leading positions in business, for example as CFO and managing director of various subsidiaries of Swissair. In 1999, he founded his own company together with friends, getAbstract, which is now the world's largest publisher of summarised business literature.

When Dobelli turned 35, he began writing - and with great success. Several of his non-fiction books and novels became international bestsellers and were on the international bestseller lists in Germany, Great Britain, Ireland, Hong Kong, Singapore, Korea and Japan for months. 'The Art of Clear Thinking' attracted a great deal of attention and spent several months at the top of the Spiegel bestseller list, becoming Spiegel Bestseller of the Year 2012.

Dobelli wrote weekly columns for German and Swiss newspapers like Frankfurter Allgemeine Zeitung (FAZ), Die Zeit and both the Handelsblatt and the NZZ. In addition, Rolf Dobelli regularly writes book reviews for The Washington Post and his commentaries appear in The Economist, The Wall Street Journal, Bloomberg, Financial Times, NZZ, Handelsblatt and on CNN, among others. With the exception of The New Yorker, Science and Nature magazines, he does not consume any news. But all the more books. He is the founder and director of WORLD.MINDS, a community of leading personalities from science, culture, geopolitics and business. Rolf Dobelli is a member of edge.org, PEN and serves on the advisory board of the Swiss-American Chamber of Commerce.

Rolf Dobelli gives entertaining keynotes on the topics of his bestsellers. In an instructive and entertaining way, he shows, among other things, how to recognise thinking traps, avoid behavioural errors and increase the quality of decisions, how to avoid toxic emotions or distraction by irrelevant things.

**Topics (Selection):**

- Strategy
- Transforming Your Thinking
- Decision Making
- Vision

**Publications (Selection):**

- The Not-To-Do List: The Surprisingly Simple Art of Success, 2025
- Stop reading the News, 2020
- The Art of the Good Life, 2017
- The Art of Thinking Clearly, 2013