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Oct 22, 2021 by [Nicholas J. Cull](#), [Simon Anholt](#)

## People, Places, Power - Episode 4: The European Union <sup>[1]</sup>

**Note from the CPD Blog Manager:** *This post features the podcast People, Places, Power co-hosted by CPD Faculty Fellow [Nicholas J. Cull](#) and Good Country Index founder [Simon Anholt](#). The podcast is produced by USC Master of Public Diplomacy student [Anna Podkowski](#) and features Cull and Anholt in weekly discussion on international reputation, foreign policy and related issues along the way. Future episodes will cover the cities, mega-events, the role of monarchy and more.*

*[Previously: Episode 1: Biden's America](#) | [Episode 2: Brexit Britain](#) | [Episode 3: In Search of the Good Leader](#)*

### **Episode 4: The European Union**

This episode considers the image of the European Union and asks where it would stand if it were examined as a single brand. Issues include the strengths and weaknesses of its

reputation, possible approaches to its troubled relationships with the former Eastern Bloc countries, and demonizing of the EU by some non-members.