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

## People, Places, Power - Episode 6: Cities and International Image <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 mega-events, the role of individuals, migration and more.*

*Previously: [Ep. 1: Biden's America](#) | [Ep. 2: Brexit Britain](#) | [Ep. 3: In Search of the Good Leader](#) | [Ep. 4: The European Union](#) | [Ep. 5: What Price Monarchy?](#)*

### **Episode 6: Cities and International Image**

This episode probes cities as components of national brands and as brands themselves. Simon unpacks his idea of the brand. Issues include the relative volatility of city image, the

absence of some of the countries with strong brands from the top of the City Brands Index, the potential for city diplomacy, and question of just why so many people admire Melbourne.