Published on *USC Center on Public Diplomacy* (https://uscpublicdiplomacy.org)

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Oct 22, 2021 by Nicholas J. Cull, Simon Anholt

People, Places, Power - Episode 8: Germany: From Pariah to Paragon [1]

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 2021 alum 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 culture, migration, the role of individuals 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? | Ep. 6: Cities and International Image | Ep. 7: Mega Events? Buyer Beware.

Episode 8: Germany: From Pariah to Paragon

This episode examines the strongest brand of the present moment: Germany. Issues include

things that Germany did well during its hosting of the FIFA World Cup; the deep history of Germany's positive brand (being foundations of a positive reality) and Germany's successful engagement of darker parts of its past. Discussion also included cuckoo brands impersonating countries of origin other than their own and Simon's finding that people see countries as either decorative or useful, with Germany as the archetypal useful place.