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Oct 01, 2021 by [Nicholas J. Cull](#), [Simon Anholt](#)

## **People, Places, Power - Episode 18:** **Scotland's Next Step** <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 Elizabeth Islas USC M.A. Candidate of Specialized Journalism (2021), and features Cull and Anholt in weekly discussion on international reputation, foreign policy and related issues along the way. Future episodes will cover place branding, specific nations 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. | Ep. 8: Germany: From Pariah to Paragon | Ep. 9: Culture: Decorative or Useful? | Ep. 10: Can Individuals Make a Difference? | Ep. 11: Migration Nations | Ep. 12: Credible India? | Ep. 13: The Bad Image | Ep. 14: Populism | Ep. 15: Oh, Canada! | Ep. 16: Digital Disruption: New Technology & Soft Power | Ep. 17: Japan at the Crossroads

## **Episode 18: Scotland's Next Step**

This episode takes the case of Scotland as a point of entry into the issue of smaller countries or regions seeking independence. It probes the image of Scotland as measured by the Nation Brands Index and looks at the reputational strengths it already enjoys. Simon notes that Scotland is rated above Ireland and is already seen as roughly equivalent to New Zealand. The conversation includes discussion of the risks to the good image of Scotland if a change of status is handled badly, attention to the role of diaspora as a booster of image, the possibility of 'virtual independence' as an optimal solution, and the universal appeal of an underdog/David and Goliath story.