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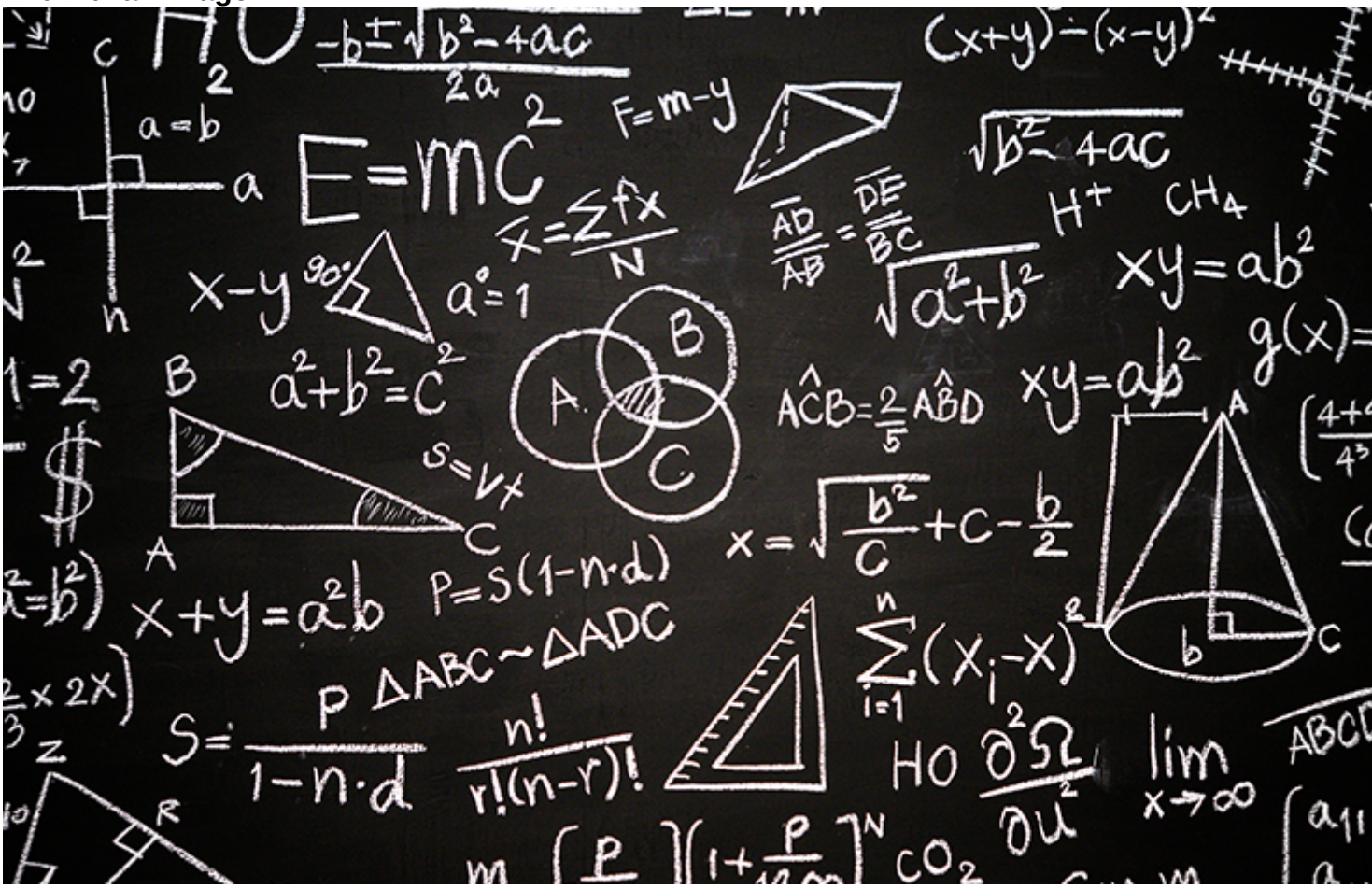

Oct 01, 2021 by Nicholas J. Cull, Simon Anholt

People, Places, Power - Episode 20: The Talent Trade: Who's Looking for Einstein? [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 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 specific nations, building trust 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 I Ep. 18: Scotland's Next Step | Ep. 19 Public Diplomacy and Place Branding

Episode 20: The Talent Trade: Who's Looking for Einstein?

This episode develops issues raised in the discussion of migration to examine how reputation connects to the process of a nation attracting the most highly skilled people. Simon and Nick consider which countries do this particularly well—acknowledging the special place of the United States. They also flip the issue and think about the issue of diaspora and the implications of the apparent absence of the concept of a "U.S. diaspora" except for groups compelled to live outside of the U.S. because of political or ethnic discrimination. The issue of talent attraction is considered in both a global and regional context and—by way of conclusion—related to the wider attitude toward migration, with the achievements of high-profile specially recruited migrants serving as a way to swiftly show what all migrants can contribute given time, and thus serving as an argument for more welcoming systems of migration.