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

People, Places, Power - Episode 24: Nordics: The Saga of Success? ^[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.*

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 | Ep. 18: Scotland's Next Step | Ep. 19 Public Diplomacy and Place Branding | Ep. 20: The Talent Trade: Who's Looking for Einstein? | Ep. 21: France: Trouble at the Top? | Ep. 22: Systems and Structures: Organizing Public Diplomacy | Ep. 23: Trust: The Linchpin of Reputation

Episode 24: Nordics: The Saga of Success?

This episode probes arguably the most successful cluster of national reputations the Nordic region, performing at the top of both the Nation Brands and Good Country indices. Issues include the question of how the positive reputation benefits Sweden, Norway, Denmark and Finland and the historical factors underpinning the phenomenon. Nick raises the issue of the demonization of the region in Kremlin-linked media while Simon considers negative messaging from within the region from its own far right. Simon looks back on the Danish cartoon crisis of 2006 as an example of how a reputation can be damaged by a single incident.