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

People, Places, Power - Episode 27: Afghanistan ^[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](#) and features their weekly discussions on international reputation, foreign policy and related issues along the way.

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Episode 27: Afghanistan

In this final episode of the season, Simon and Nick consider the implications of recent developments in Afghanistan for our understanding of international image. Issues include the role of branding in the initial policy missteps toward Afghanistan in the 1990s and the prospects for a positive image of the country in the future.