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May 27, 2022 by [Nicholas J. Cull](#), [Simon Anholt](#)

People, Places, Power | Season 2, Episode 28: War in Ukraine ^[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.*

Episode 28 marks the launch of Season 2, which will cover nation-ranking indices, the impact of COVID-19 on national images, the "country-of-origin effect" and much more.

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Episode 28: War in Ukraine

In this Season 2 opener, Simon and Nick consider the implications of the Russian invasion of Ukraine for issues of international image. Simon argues that the crisis has revealed the degree of interconnection associated with advanced globalization as revealed by the almost instant pressure on corporations to withdraw from Russia. Side issues include implications for the images of countries remaining neutral in the war such as India and China. Nick contrasts the image problems displayed by Ukraine in 2014 with the country's impressive showing in 2022, suggesting that investment in 'Reputational Security' has paid off. Simon notes how the image of a dynamic leader like that of President Zelenskyy can facilitate the repositioning of a national reputation. Simon also raises questions about the opposition in Russia and proposes a theory about Alexei Navalny.