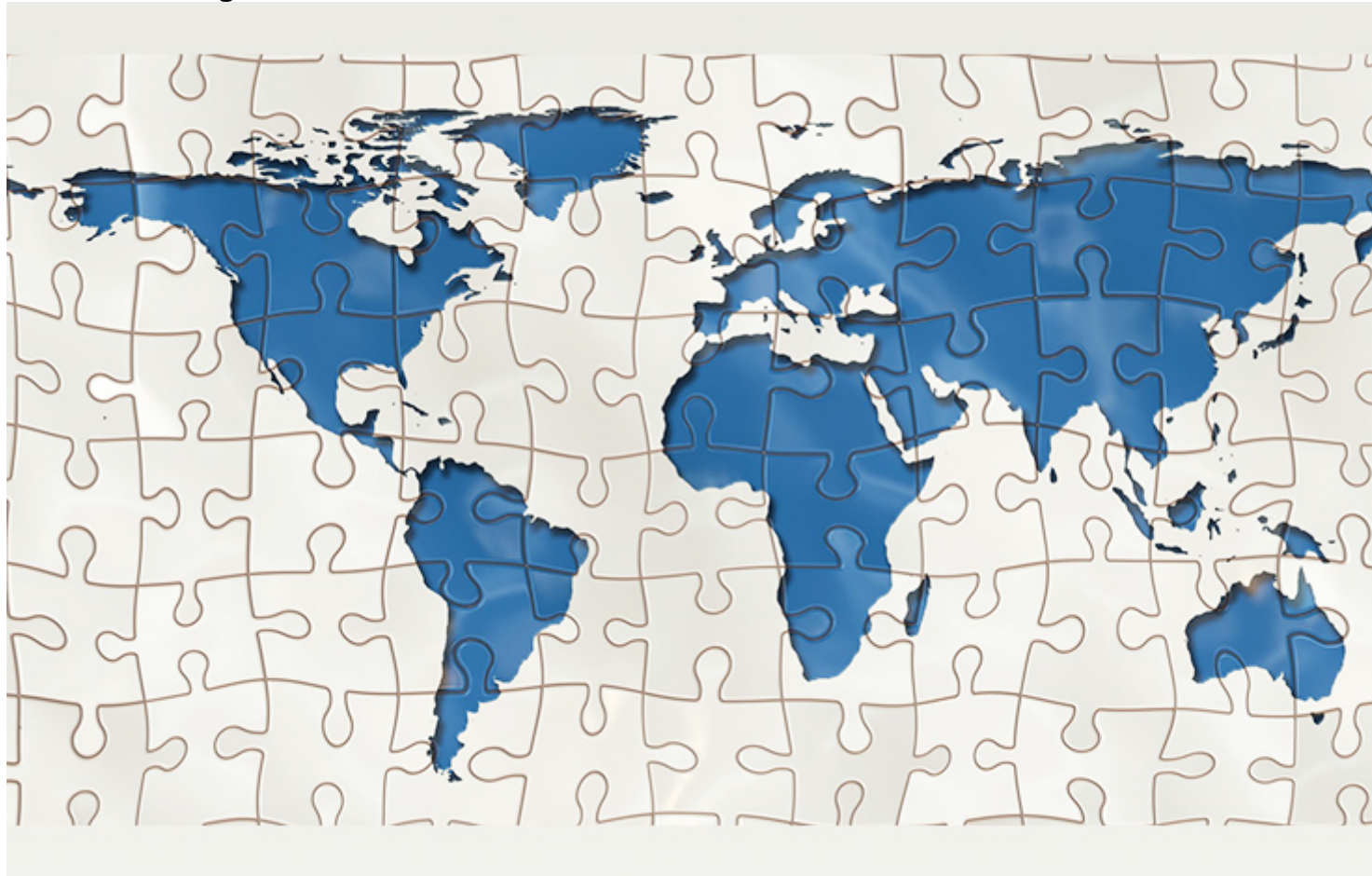


Thumbnail Image:



Jun 10, 2022 by [Nicholas J. Cull](#), [Simon Anholt](#)

People, Places, Power | Season 2, Episode 30: Issues in the Index: The Nation Brands Index, 2021 ^[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.

Season 2 launched in May 2022 and covers nation-ranking indices, the impact of COVID-19 on national images, the "country-of-origin effect" and much more.

Season 1: [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](#)

The Media: Friends or Foes of Country Image? | Ep. 26: Israel: Branded by Conflict? | Ep. 27: Afghanistan

Season 2: Ep. 28: War in Ukraine | Ep. 29: Meet the Goodest: The Good Country Index for 2022

Episode 30: Issues in the Index: The Nation Brands Index, 2021

This episode considers the results of the Nation Brands Index (NBI) for 2021. Issues include the limited post-Trump recovery of the U.S. image, the declining image of Britain and the improving image of Canada. Simon discussed the arrival of Iceland in the index and the continued rise South Korea. This year's NBI research included questions about priority issues. Simon notes that poverty was the most serious issue for audiences in the Americas and Africa, while the Asia Pacific region prioritized climate. Other stories include Israel, Palestine, the UAE and the striking public 'forgiveness' of China for mishandling COVID.

People, Places, Power Episode 30: Issues in the Index: Nation Brands Index 2021
