

**Thumbnail Image:**



Jul 22, 2022 by [Nicholas J. Cull](#), [Simon Anholt](#)

## **People, Places, Power | Season 2, Episode 37: For the Love of Mexico** <sup>[1]</sup>

***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, branding indices, transnational issues 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 Linchpin of Reputation](#) | [Ep. 24: Nordics: The Saga of Success?](#) | [Ep. 25: 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](#) | [Ep. 30: Issues in the Index: The Nation Brands Index, 2021](#) | [Episode 31: Honest to God: The Image of Religions and other Transnational Groups](#) | [Episode 32: COVID-19, Image, Media and Communication](#) | [Ep. 33: What's in a Name? Renaming Places as a Strategic Gambit](#) | [Ep. 34: The Power of "From:" The Country-of-Origin Effect](#) | [Ep. 35: Northern Ireland Peace and the Challenge of 'Relevance'](#) | [Ep. 36: The Power of Language](#)

### **Episode 37: For the Love of Mexico**

In this episode, Simon and Nick discuss the reputation of Mexico and the reasons for its relatively poor showing in the Nation Brands Index. They consider Mexican government strategies including the tendency to pay disproportionate attention to U.S. opinion. Conversely, Simon and Nick agree that the global image of Mexico remains a byproduct of Hollywood stereotyping. Nick bemoans Mexican missteps at recent World Expos. Turning to the Good Country Index, Simon argues that Mexico is underperforming in real terms even in areas of great strength such as culture. He argues that a strategy based on a more active global agenda will pay off in a better global image.