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

People, Places, Power | Season 2, Episode 37: For the Love of Mexico ^[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, branding indices, transnational issues and much more.

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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.