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Aug 23, 2022 by [Nicholas J. Cull](#), [Simon Anholt](#)

## **People, Places, Power | Season 2, Episode 39: Italy: Rising or Falling?** <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.

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## **Episode 39: Italy: Rising or Falling?**

This episode considers Italy, hailed by *The Economist* in December 2021 for its improvement but in the news in the summer of 2022 for political problems. Simon and Nick dissect elements of Italy's reputation, noting both the advantages and pitfalls of its long significance in the cultural field. Simon compares Italy to fellow high performer, Japan, but asks whether and why Italy is seen as decorative rather than useful. Nick questions the role of the diaspora and the connection of Italy to the church as contributors to Italy's significance. Simon presents the profile of Italy in the Good Country Index, where weakness in key fields are apparent. The conversation concludes with a discussion of policy responses to ensure that Italy's existing soft power is preserved to provide a future hedge of what Nick has termed 'reputational security.'