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People, Places, Power | Season 2, Episode 46: Small is Beautiful? Subnational Places and Image Promotion ^[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.

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

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Episode 46: Small is Beautiful? Subnational Places and Image Promotion

This episode looks at the smaller units of international image—regions and cities—and how they fare in comparison to national images. Issues discussed include whether they help or hurt a national image and whether the promotion of smaller places is worthwhile. Simon starts out noting that some places are known for their products, with Champagne being the most obvious, but many are destined to remain unknown. Nick notes that the European Union benefits from being known for its smaller constituent parts while China's image is much more intimidating because its regional variations are unknown, and the focus is on the national level. Simon and Nick agree that diversity enhances a national image and note the value of regional images even when they are explicitly at odds with the overall nation state as with the case of the Basque Country and Catalonia within Spain. Simon argues that the internal contradictions, tensions and reactions that emerge from the interplay of local and national identities are part of what make nations vibrant and attractive. The conversation ends with discussion of issues around measurement and of the tension between rural and urban identities around the world.