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People, Places, Power Podcast ^[1]

Co-hosted by CPD Faculty Fellow [Nicholas J. Cull](#) and Good Country Index founder [Simon Anholt](#), the People, Places, Power podcast featured weekly discussions on international reputation, foreign policy and related issues. The podcast is also available on [Spotify](#), [Soundcloud](#), and [RSS](#).

Season 1

Season 1 launched in April 2021 and covered President Biden's international agenda, the double-edged sword of mega-events, place branding, and deep dives on the European Union, Brexit, Canada, France and more.

- [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

Season 2 launched in May 2022 and covered nation-ranking indices, the impact of COVID-19

on national images, branding indices, transnational issues and much more.

- *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*
 - *Ep. 31: Honest to God: The Image of Religions and other Transnational Groups*
 - *Ep. 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*
 - *Ep. 37: For the Love of Mexico*
 - *Ep. 38: Of Greenwashing and 'Hipster Nations'*
 - *Ep. 39: Italy: Rising or Falling?*
 - *Ep. 40: Nations and Truth: International Reputation in an Age of Disinformation*
 - *Ep. 41: Visions of Progress and Country Image*
 - *Ep. 42: All About Me? National Images and Personal Identity*
 - *Ep. 43: Britain in Transition: The UK's Image and the New King and Prime Minister*
 - *Ep. 44: Weighing Image Strategies for Low-Income Countries*
 - *Ep. 45: Bridging the Gulf: Reputation and the Gulf States*
 - *Ep. 46: Small is Beautiful? Subnational Places and Image Promotion*
 - *Ep. 47: Africa on the Move? The Prospects for a Better Image*
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