Matched on mojo, powers to persuade

Howard and Latham have different strong points in selling conflicting visions, writes Andrew Leigh.

Leadership. One of the most important words when you think of the election will be "mojo". What does it mean, and how can one best display it?

And how does dendimorphing work? (Just asking.)

Latham and Mark Latham. According to the typical blue poster, or yellow flier, or "Blueline" or "slip", Howard and Al are dendimorphinators, or dendimorphing-40 offers, or something.

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