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How a politician communicates is about how you emotionally connect with and persuade the voters. It is a basic craft of the job. You need to know, *intuitively*, what the voter wants to see and hear. You need to tell a coherent story about yourself and your values, illustrating with words and images that find an echo in what's in the voter's mind. Political persuasion is about advancing a consistent set of values, ideas and associations to help you make your case. The same is true for any other form of persuasion, from marketing products to leading people in the business world. You just have to look at what the banks have been through these past years to understand how, with government and public on their backs and likely to remain there, they have to start telling a lucid and consistent story about themselves in order to rebuild their brand and reputation.