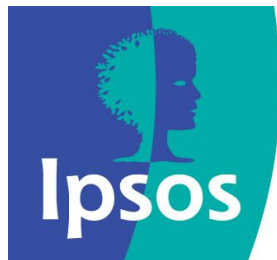


“The Big Shift” Presents a Provocative Look at the New Canadian Political Geography

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“The Big Shift” Presents a Provocative Look at the New Canadian Political Geography

Toronto, ON – With an ever-evolving and growing economy and constantly changing demographic base, one of the world’s most consensual countries is polarizing and moving in an entirely new direction. A new book, *The Big Shift: The Seismic Change in Canadian Politics, Business, and Culture, and What It Means for Our Future* (HarperCollins Canada) by Darrell Bricker, CEO of Ipsos Global Public Affairs, and John Ibbitson, Chief Political Correspondent for The Globe and Mail addresses this issue from both a historical cultural perspective and statistical background.

Bricker and Ibbitson argue that a new, powerful coalition based in the west and supported by conservative leaning immigrant voters from China, India and other Asian countries has shifted the Canadian political landscape. Those in politics and business have greatly underestimated how conservative these newcomers are, and how conservative they are making Canada. Only those who understand these changes will be able to capitalize on the tremendous changes the big shift will bring.

“I’m very excited about the release of my new book co-authored with John Ibbitson”, says Bricker. “We are witnessing a major transformation in Canada’s political geography that cannot be ignored by politicians, media and business elites”.



The Big Shift marks Bricker's fifth book. He has written four national bestselling books, *Searching for Certainty: Inside the New Canadian Mindset* (with Ed Greenspan – Doubleday, 2001), *We Know What You're Thinking* (with John Wright – Doubleday, 2005), *What Canadians Think About Almost Everything* (with John Wright – Harper Collins, 2009), and *Canuckology* (with John Wright – Harper Collins, 2010).

The book is published by HarperCollins Canada and [is now available online](#).

About the Authors

DARRELL BRICKER is the CEO of Ipsos Global Public Affairs. Prior to joining Ipsos Reid, Bricker was director of public-opinion research in the office of the prime minister. He holds a Ph.D. in political science from Carleton University and is the co-author (with Edward Greenspan) of *Searching for Certainty: Inside the New Canadian Mindset*. He is the co-author, with John Wright, of *What Canadians Think About Almost Everything*. Follow him on Twitter @darrellbricker.

JOHN IBBITSON, chief political correspondent for The Globe and Mail, has served as the paper's Queen's Park columnist, Ottawa political affairs correspondent and bureau chief in both Washington and Ottawa. His numerous political books include *Open and Shut: Why America Has Barack Obama and Canada Has Stephen Harper* and *The Polite Revolution: Perfecting the Canadian Dream*. His novel *The Landing* won the Governor General's Literary Award for Children's Literature. He lives and writes in Ottawa. Follow him on Twitter @JohnIbbitson.



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