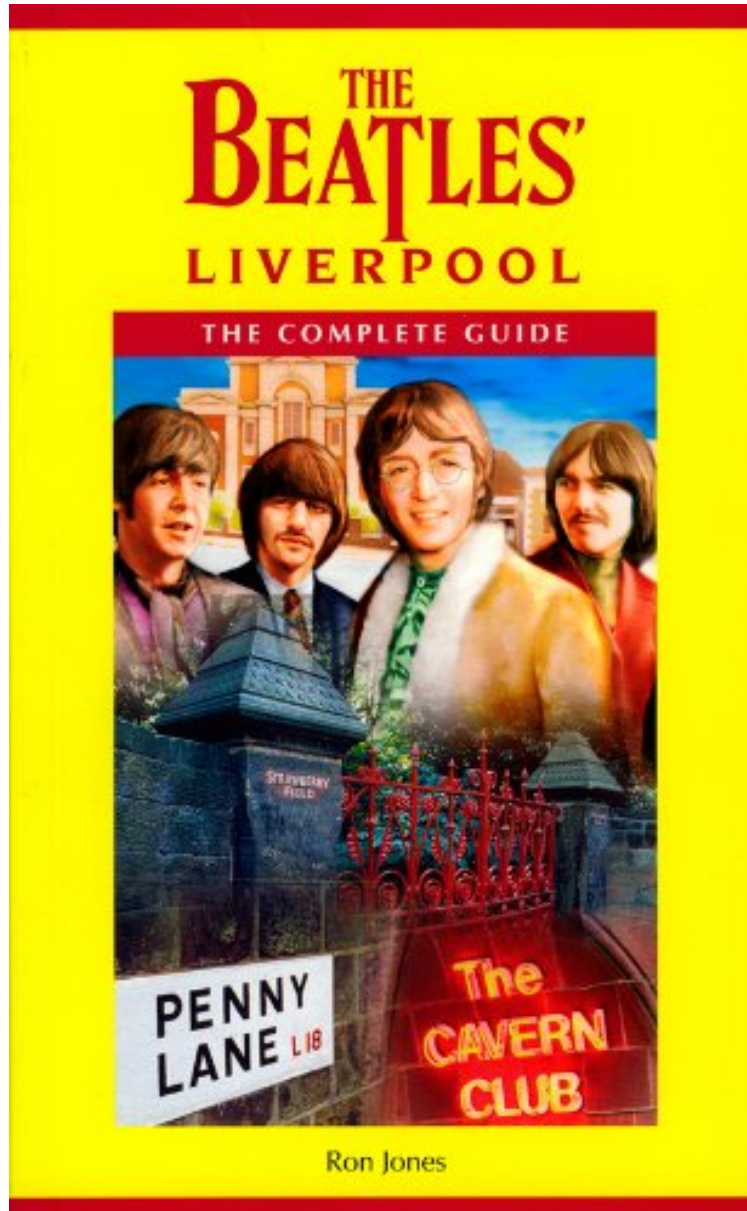


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The Beatles' Liverpool: The Complete Guide

Ron Jones

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Ron Jones has spent nearly the whole of his life living and working in and around Liverpool. Enjoyed to the full the halcyon Merseybeat Era of the late 50's and early 60's. Played guitar in a skiffle group which performed at local college dances and, once only, on stage at the Cavern. Lonnie Donegan, who was holding auditions that afternoon, was less than impressed. The 70's and most of the 80's were devoted to a career spent 'selling' Liverpool, which included the development of tourism via the promotion of the city's Beatles heritage. As Deputy Public Relations Officer for Liverpool, he produced, in 1974, The Beatles Collection- from Liverpool to the World souvenir pack, the first in what was to become an extensive range of Beatles items. Later, as head of tourism for Liverpool and Merseyside, he introduced trained Beatle Guides, guided coach and walking tours of Beatle sights and MerseyBeatle weekend package holidays. He was instrumental in helping Bob Wooler and Allan Williams get the first Liverpool Beatles Convention off the ground in 1977 and organizes the 1985 Convention handing over the organization of cute conventions to Cavern City Tours the following year. He initiated The Art of The Beatles- In The Footsteps of The Beatles, collaborating with Mike Evans on both projects. Ron is also the author and publisher of The American Connection- the story of Liverpool's links with America, from Christopher Columbus to The Beatles- and Albert Dock Liverpool. He has run his own marketing communications consultancy since 1987. He is also a photographer specializing in cityscapes and operates the Merseyside Photo Library.