

DCA Rock'n'Roll Ltd Presents: *Rock'n'Roll Unravelled*

## *Rock'n'Roll Unravelled* *From its Roots to Mid-1970s Punk*

By Derek Shelmerdine

[www.rocknrollunravelled.com](http://www.rocknrollunravelled.com)

**A MASSIVE 700 pages of 'PURE ROCK'N'ROLL HISTORY'**

### **Book Signing** **Connah's Quay Record Fair**

4 March 2017: all day

Wepre Drive, Connah's Quay, Deeside CH5 4HA

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#### **Book Signing**

Author Derek Shelmerdine will be at VOD Music's record fair in Connah's Quay all day, to chat about rock'n'roll and sign copies of his book...

*Rock'n'Roll Unravelled.*

#### ***Rock'n'Roll Unravelled***

Tells the story of rock'n'roll, from its roots to punk in the mid-1970s. Not just the history of the music but also the world events which helped to shape it, such as the Vietnam War and the Civil Rights struggle.

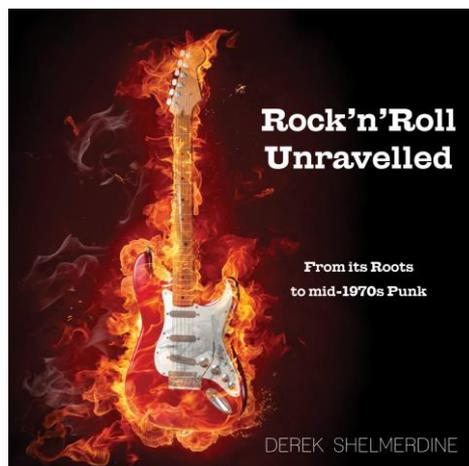
Music and world events; births and deaths; covers and originals; recording sessions and record releases; failed auditions; landmark concerts and festivals; how major bands came together – it can all be found, and more, in...

*Rock'n'Roll Unravelled.*

The Sex Pistols epitomised punk's cynical and anarchic philosophy. Their last concert, on 14 January 1978, is taken as the end-point for introducing new artists into...

*Rock'n'Roll Unravelled.*

The 700 pages of *Rock'n'Roll Unravelled* bring the story of the 1950s, '60s and '70s vividly to life. The book's unique three-part structure, *Timeline – What Happened Today? – Pocket Histories*, provide a fascinating look at how rock'n'roll developed from its blues roots to punk in the mid-1970s.



Website: [www.rocknrollunravelled.com](http://www.rocknrollunravelled.com)

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## DCA Rock'n'Roll Ltd Presents: **Rock'n'Roll Unravelled**

### **Rock'n'Roll Unravelled's unique three-part structure**

Brings the 1950s, '60s and '70s vividly to life...

#### Part 1: Timeline

A chronological listing of everything in Part 2. Careers and genres can be seen to grow and fall away. The answer to the question, what else was happening when...

#### Part 2: What Happened Today?

A day-by-day look at the lives and times of the people, bands and events which make up the story of rock'n'roll from its roots to mid-1970s punk.

#### Part 3: Pocket Histories

A cross-reference of all of the people, bands and events featured in the day-by-day pages of Part 2, building into fascinating individual histories.

### **What people are saying about *Rock'n'Roll Unravelled***

*"...[he] has made a painstaking effort to document pretty much every event that would prove significant in shaping popular music ... [he] has produced a comprehensive guide ... in this invaluable, endlessly distracting and weighty labour of love"*

**Jamie Atkins: Record Collector magazine**

*"You can trace the roads we've traveled*

*Here in Rock'n'Roll Unravelled!*

*Well researched and informative as hell!"*

**Dennis Locorriere (Dr Hook)**

### **Derek Shelmerdine**



Derek grew up in the 1950s and '60s, the dawn of youth culture. In the mid-1960s he became a drummer and formed the band Cleo's Mood. Then, armed with a degree in Engineering Science, set out on his professional life as a mechanical engineer. But, life took some twists and turns and, after a spell as a professional roadie with Pat Travers and London pub-rock band Meal Ticket, he moved into selling in the IT industry. (It's a long story!) The day job paid the bills but his love of music continued to grow. Along the way, as well as being a roadie, he has been involved in: attending record fairs as a dealer, specialising in 1950s, '60s and '70s vinyl;

assisting a Canadian DJ in Vancouver as his "resident rock'n'roll researcher"; taken up the drums again, performing at the Nercwys Music Festival and Liverpool's Cavern Club (at the book launch!); and now makes regular radio appearances in the UK, America and Spain, including: BBC Radio York, Chelmsford Community Radio, the syndicated *John Lebang Show* in America, regular monthly appearances on Talk Radio Europe in Spain, and Dave Roberts's *Music for Grown Ups* on 107 Meridian FM.

Researching and writing *Rock'n'Roll Unravelled* was a seven-year labour of love. Derek chose to publish it independently because, in his own words, "with my background in sales and marketing, I found the opportunity to sell my *own* book, about my *favourite* subject – irresistible".

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