

New Book, Great Networking, Helps Us Restore Our Networking Skills

Tuesday 19 April, 2022

During this global pandemic, we have all been forced to isolate, work from home and avoid physical contact, as a result, we have missed a few years of practising our networking skills. As normal life begins again, some of us will have struggled to readjust to being back in the office and some of us may be struggling to communicate effectively with each other again. While our digital lives have been a bridge during these times, it has also impacted our networking and social skills. This is why author, Alisa Grafton is on a mission to improve people's confidence to be able to network successfully with her new and very timely book – *Great Networking*.

Grafton tells why she felt it was vital to write this book: "I have long been inspired by those professionals who have managed to create strong, genuine, mutually giving connections with others, whilst staying true to themselves. After two years of the pandemic, I feel that this skill is fast becoming valuable, and even more so for young professionals. In *Great Networking*, I have combined my personal experiences and observations over the twenty years of working in the City of London, as well as insights from highly successful real-life networkers from all walks of life. I have put this knowledge and insights together, with what I hope to become a useful, practical and soulful guide to the modern approach to forming professional relationships."

One of the key points of the book is building the right kind of professional relationship – and here, authenticity should be at the core of your networking. Grafton provides proven advice on how to build relationships strategically, that will last for the long term, and will bring mutual benefits. At the same time, she stresses the importance of you remaining true to yourself and your core beliefs.

Elizabeth Filippouli, Founder of Global Thinkers Forum & Athena 40, journalist and author of From Women to the World, says about Great Networking: "How do we continue to build meaningful connections in times of uncertainty and social distancing? In *Great Networking*, Alisa Grafton has succeeded in dispelling some of the myths and misconceptions regarding the process of building and nurturing professional relationships. A must-read for every professional who is interested in strategic networking, in person and remotely."

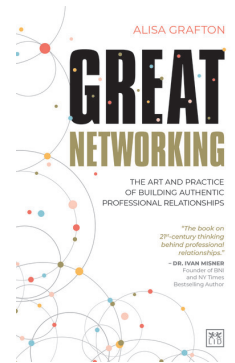
Being a good networker is crucial for anyone who is looking to build their career and achieve professional success. *Great Networking* is a modern-day, highly practical guide for anyone seeking the networking skills and confidence required to accomplish all of that. The book is based on the advice and experience of a legal professional who is known for her outstanding networking.

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Notes to editors

- *Great Networking* will be published on 29 April 2022 by LID Publishing
- Alisa Grafton will officially present the book *Great Networking* at a book launch event on 7 June 2022 at Home Grown Club, London (44 Great Cumberland Pl, W1H 7BS)
- Alisa Grafton can be found on [LinkedIn](#)
- For more information about LID Publishing please visit www.lidpublishing.com

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