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Year of Publication: 2017

Zalis, Shelley, [The new rules of feminism](#) [1], Forbes, 2017

Frames gender equality as a social and economic issue, rather than merely a female issue. It also touches upon three campaigns for gender equality: Feminism 1.0 launched by activist Gloria Steinem under the slogan 'She For She'; Feminism 2.0 led by actress Emma Watson at the UN under the slogan 'HeForShe'; and Modern FeMENism 3.0 developed under the slogan 'We For We' aimed at bringing men and women together to recognise that equality is in everyone's best interest.

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Links

[1] <https://civilresistance.info/biblio-item/2017/new-rules-feminism>