First president of NOW wrote "The Feminist Mystique" by Betty Friedan. "The Feminist Mystique" helped change the way many middle-class women saw themselves. Friedan died in 2006. In 1963, she and her husband Fred Friedan founded the National Organization for Women (NOW). Friedan was a leading voice in the women's liberation movement.

Friedan was diagnosed with breast cancer in 1998. She died in 2006 at the age of 76. Her death was a significant loss for the feminist movement. Friedan was a pioneer in the women's rights movement and her work has inspired generations of women. She is remembered as a trailblazer in the fight for gender equality.