

Commentary | Amazon, Whole Foods and the future of the brick-and-mortar church

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Amazon was founded in 1994 as a better way to buy books. Now, as the world's largest online retailer, Amazon is a leader in pioneering innovative technologies that continue to revolutionize how consumers purchase everything from laundry soap to expensive fine art.

So why did this innovative company that leverages the benefits of not maintaining a traditional retail footprint recently seek to acquire Whole Foods Market for \$13.7 billion? Isn't Amazon aware of the challenges that a brick-and-mortar existence poses to entities ranging from [shopping malls](#) to [churches](#)?

Perhaps Amazon knows something that churches don't.

[*Read the rest of this article at Duke Divinity's Faith & Leadership.*](#)

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