**ABSTRACT**

The paper addresses the concept of Weyerhaeuser’s culture which was transformed as the result of mergers and implemented policies against recession. The culture, particularly their long-term vision and values played a crucial role in Weyerhaeuser’s company. Frederick Weyerhaeuser, founder of the firm, realized that a firm’s reputation was the most important asset. Significant increases in housing demand over 1997-2005 had led to an enormous pressure for faster deliveries and innovations in the construction industry. Weyerhaeuser decided to become global leader by transforming its culture and launching the iLevel concept.