



MUSIC

Down on the Farm

Local rockers Buffalo Killers are harvesters of the heavy.

» **HOMEGROWN PSYCHE-ROCK** trio Buffalo Killers have acquired a strong local and national following since the release of their debut album in 2006, and they've made all their releases available on vinyl. This time, their brand-new six-track *Ohio Grass* is only available on vinyl. It's a title meant "jokingly and seriously,"

laughs lead singer Zach Gabbard. Buffalo Killers earned a 2013 Cincinnati Entertainment Award for best rock band and recorded *Grass* at Candyland Studios in Walnut Hills with producer Mike Montgomery. "There's long jams exploring new territory for sure," Gabbard says. "That's always the goal, to keep growing." What inspired this yen to grow? "Having babies and being in love" he says. Zach's brother Andy, the band's guitarist, had a baby in December, and Zach is helping raise a 2-year-old and a 4-year-old. "So all of those elements are in there, being a new dad and all that kind of stuff," he says. They play the Bunbury Festival in July and are prepping another album for fall. The stay-at-home rock daddy prefers hanging out with his family and raising chickens on his Madison Township farm to touring. "When you have a good home life you don't want to be on tour," he says. "It's nice to fly under the radar and just do whatever we want to do. That's always been the point: to be our own thing." —GARIN PIRNIA

FYI

» \$10. Available at Shake It Records, 4156 Hamilton Ave., Northside, shakeitrecords.com.



Q+A

A.G. Lafley Has a Plan

» He helped bring you brands like Swiffer and Febreze. Now former P&G CEO A.G. Lafley is out to school the world with a new book *Playing to Win—How Strategy Really Works* (Harvard Business Review Press).

You set out to write a "do-it-yourself guide to strategy." What are the benefits of passing on an understanding of strategy to a wider public?

Roger Martin and I really did want to write a simple, actionable, useful book on strategy that anyone could use. If you step back and sort of look at a glorious vision of the U.S. economy, it's growing annually maybe 1 to 2 percent. If we had better strategies today in business, in not-for-profits, in government and healthcare and energy, maybe we could grow 3 or 4 percent and all of the sudden all of the stuff that we're arguing about in Washington and elsewhere we wouldn't be arguing about, because there would be enough economic growth to pay for the services that many of us want as citizens.

Why do you think there's frequently reluctance to plan strategically? People either don't really understand strategy, or they don't think they need it. They think that if they just execute well day-to-day, everything's going to turn out OK. Most human beings really don't like to make choices. We don't like to be pinned down.

You cite Pampers as P&G's important lesson. By introducing another premium brand, you created a situation when competing against itself. So it's as if you said, "Less is more." I happen to believe if there's innovation or a new technology or that your customer is clear that you have to be willing to compete yourself. [But] as soon as you do, Kimberly Clark introduced a new baby diaper brand. History of course copied the one that was on the market. And so it's up being last. Last for our industry and last to market. And so we never give your customer a reason to switch away from

There's been a growing skepticism among consumers in rate America. Where do you think responsibility fit in? The skepticism of large institutions we believe part of our responsibility is to give back to the community we work, whether it's the water program that we've developed in the developing world or Foundation for neonatal tel

A recent article in *New York Times* titled "A crime trend in which stolen and traded for a case of brand loyalty." I haven't read that story. I

say it—that's been the case our brands around the world. In society there are different pair of Nike shoes, a stolen cigarette, right? So for there was currency in Tic Tunes and hopefully some of whatever the economic realities are in those con

Doesn't selling your stock for just \$27 a copy of it away? Are you a business sense? You know I think so. There are no secrets. There's no magic. Virtually we wrote about in the book find in P&G annual report

When you finish a book already thinking about it. Nope. I'm not thinking about

So back to consulting late? I'm a partner at C & Rice, a private equity and that's a fairly full portfolio. I still serve GE on their I think the Hamilton College that you're right, I do a little I think my writing in the to be more short piece time to spend with family. So, so far, so good. —c Need to brush up on your Go to hbr.org/books