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## Dear Editor(s)

We show that the notion of contextuality proposed by Bell and developed by Kochen and Specker is not the only logically possible way to understand the nonclassical behaviour of hidden variable models. We present a possible alternative to the notion of contextuality, which we call non-multiplicativity. These new ideas are expected to have a broad influence on the foundations of the subject, including the quantification of non-classicality and on the areas of quantum information where contextuality is used to achieve speed and security through quantum protocols.

Sincerely

Atul, Arvind