$$(M \otimes N) \times P \xrightarrow{\varphi} (M \otimes N) \otimes P \qquad M \otimes (N \times P) \xrightarrow{\varphi'} M \otimes (N \otimes P)$$

$$\downarrow^{\alpha} \qquad \qquad \downarrow^{\alpha'} \qquad \qquad \downarrow^$$