

$$\begin{array}{ccc}
 (M \otimes N) \times P & \xrightarrow{\varphi} & (M \otimes N) \otimes P \\
 \searrow f & & \downarrow \alpha \\
 & & M \otimes (N \otimes P)
 \end{array}
 \qquad
 \begin{array}{ccc}
 M \otimes (N \times P) & \xrightarrow{\varphi'} & M \otimes (N \otimes P) \\
 \searrow f' & & \downarrow \alpha' \\
 & & (M \otimes N) \otimes P
 \end{array}$$