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## A land of monotone plenty

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**Abstract.** A fundamental concept in optimal transport is c-cyclical monotonicity: it allows to link the optimality of transport plans to the geometry of their support sets. Recently, related concepts have been successfully applied in the multimarginal version of the transport problem as well as in the martingale transport problem which arises from model-independent finance.

We establish a unifying concept of *c-monotonicity/finitistic optimality* which describes the geometric structure of optimizers of a generalized moment problem. This allows us to strengthen known results in optimal martingale transport and for a transport problem with a continuum of marginals.

If the optimization problem can be formulated as a multi-marginal transport problem, potentially with additional linear constraints, our contribution is parallel to a recent result of Zaev.

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