## WHAT IS CLAIMED IS:

1. A method of treating liver cancer comprising administering to a subject in need of treatment an amount of at least one compound of the general formula (I):

$$\begin{array}{c|c} R_2 \\ \hline \\ N \\ \hline \\ N \\ \end{array}$$

or pharmaceutically acceptable prodrugs, salts, hydrates, solvates, crystal forms or diastereomers thereof, wherein:

 $R_1$  is H,  $C_{1-4}$  alkyl;

Q is a bond, or  $C_{1-4}$  alkyl;

A is aryl, heteroaryl optionally substituted with 0-3 substituents independently chosen from halogen, C<sub>1-4</sub> alkyl, CH<sub>2</sub>F, CHF<sub>2</sub>, CF<sub>3</sub>, CN, aryl, hetaryl, OCF<sub>3</sub>, OC<sub>1-4</sub>alkyl, OC<sub>2-5</sub>alkylNR<sub>4</sub>R<sub>5</sub>, Oaryl, Ohetaryl, CO<sub>2</sub>R<sub>4</sub>, CONR<sub>4</sub>R<sub>5</sub>, nitro, NR<sub>4</sub>R<sub>5</sub>, C<sub>1-4</sub> alkylNR<sub>4</sub>R<sub>5</sub>, NR<sub>6</sub>C<sub>1-4</sub>alkylNR<sub>4</sub>R<sub>5</sub>, NR<sub>6</sub>CONR<sub>4</sub>R<sub>5</sub>, NR<sub>6</sub>CONR<sub>4</sub>R<sub>5</sub>, NR<sub>6</sub>CONR<sub>4</sub>R<sub>5</sub>;

R<sub>4</sub>, R<sub>5</sub> are each independently H, C<sub>1-4</sub> alkyl, C<sub>1-4</sub> alkyl cycloalkyl, C<sub>1-4</sub> alkyl cyclohetalkyl, aryl, hetaryl, C<sub>1-4</sub>alkyl aryl, C<sub>1-4</sub> alkyl hetaryl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S, NR<sub>7</sub>;

R<sub>6</sub> is selected from H, C<sub>1-4</sub> alkyl;

R<sub>7</sub> is selected from H, C<sub>1-4</sub> alkyl, aryl, hetaryl, C<sub>1-4</sub>alkyl aryl, C<sub>1-4</sub> alkyl hetaryl; R<sub>2</sub> is 0-2 substituents independently selected from halogen, C<sub>1-4</sub>alkyl, OH, OC<sub>1-4</sub>alkyl, CH<sub>2</sub>F, CHF<sub>2</sub>, CF<sub>3</sub>, OCF<sub>3</sub>, CN, C<sub>1-4</sub>alkylNR<sub>8</sub>R<sub>9</sub>, OC<sub>1-4</sub>alkylNR<sub>8</sub>R<sub>9</sub>, CO<sub>2</sub>R<sub>8</sub>, CONR<sub>8</sub>R<sub>9</sub>, NR<sub>8</sub>COR<sub>9</sub>, NR<sub>10</sub>CONR<sub>8</sub>R<sub>9</sub>, NR<sub>8</sub>SO<sub>2</sub>R<sub>9</sub>;

R<sub>8</sub>, R<sub>9</sub> are each independently H, C<sub>1-4</sub> alkyl, C<sub>1-4</sub> alkyl cycloalkyl, C<sub>1-4</sub> alkyl cyclohetalkyl, aryl, hetaryl, C<sub>1-4</sub> alkyl aryl, C<sub>1-4</sub> alkyl hetaryl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S, NR<sub>11</sub>;

R<sub>10</sub> is selected from H, C<sub>1-4</sub> alkyl, aryl or hetaryl;

 $R_{11}$  is selected from H,  $C_{1-4}$  alkyl, aryl, hetaryl,  $C_{1-4}$  alkyl aryl,  $C_{1-4}$  alkyl hetaryl;

Y is halogen, OH, NR<sub>12</sub>R<sub>13</sub>, NR<sub>14</sub>COR<sub>12</sub>, NR<sub>14</sub>CONR<sub>12</sub>R<sub>13</sub>, N<sub>14</sub>SO<sub>2</sub>R<sub>13</sub>;

R<sub>12</sub> and R<sub>13</sub> are each independently H, CH<sub>2</sub>F, CHF<sub>2</sub>, CF<sub>3</sub>, CN, C<sub>1-4</sub> alkyl optionally substituted with OH, OC<sub>1-4</sub>alkyl or NR15R16, cycloalkyl; cyclohetalkyl, C<sub>1-4</sub> alkyl cyclohetalkyl, or may be joined to form an optionally substituted 3-6 membered ring optionally containing an atom selected from O, S, NR<sub>14</sub>;

 $R_{14}$ ,  $R_{15}$  and  $R_{16}$  are each independently selected from H,  $C_{1\text{-}4}$  alkyl; n=0-4;

W is selected from H,  $C_{1-4}$ alkyl,  $C_{2-6}$ alkenyl; where  $C_{1-4}$ alkyl or  $C_{2-6}$ alkenyl may be optionally substituted with  $C_{1-4}$ alkyl, OH,  $OC_{1-4}$ alkyl,  $NR_{15}R_{16}$ ;

 $R_{15}$ , and  $R_{16}$  are each independently H,  $C_{1-4}$  alkyl,  $C_{1-4}$  alkyl cycloalkyl,  $C_{1-4}$  alkyl cyclohetalkyl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S,  $NR_{17}$ ; and  $R_{17}$  is selected from H,  $C_{1-4}$  alkyl.

2. A method of treating liver cancer comprising administering to a subject in need of treatment an amount of at least one compound of the general formula (II):

$$\begin{array}{c|c} R_1 & & \\ \hline \\ W & N & \\ \hline \\ A & N & \\ \end{array}$$

or pharmaceutically acceptable prodrugs, salts, hydrates, solvates, crystal forms or diastereomers thereof, wherein:

 $R_1$  is H,  $C_{1-4}$  alkyl;

Q is a bond, or  $C_{1-4}$  alkyl;

A is aryl, hetaryl optionally substituted with 0-3 substituents independently chosen from halogen, C<sub>1-4</sub> alkyl, CH<sub>2</sub>F, CHF<sub>2</sub>, CF<sub>3</sub>, CN, aryl, hetaryl, OCF<sub>3</sub>, OC<sub>1-4</sub>alkyl, OC<sub>2-5</sub>alkylNR<sub>4</sub>R<sub>5</sub>, Oaryl, Ohetaryl, CO<sub>2</sub>R<sub>4</sub>, CONR<sub>4</sub>R<sub>5</sub>, nitro, NR<sub>4</sub>R<sub>5</sub>, C<sub>1-4</sub>alkylN R<sub>4</sub>R<sub>5</sub>, NR<sub>6</sub>CO<sub>1-4</sub>alkylN R<sub>4</sub>R<sub>5</sub>, NR<sub>6</sub>CON R<sub>4</sub>R<sub>5</sub>, NR<sub>4</sub>SO<sub>2</sub>R<sub>5</sub>;

 $R_4$ ,  $R_5$  are each independently H,  $C_{1-4}$  alkyl,  $C_{1-4}$  alkyl cycloalkyl,  $C_{1-4}$  alkyl cyclohetalkyl, aryl, hetaryl,  $C_{1-4}$  alkyl aryl,  $C_{1-4}$  alkyl hetaryl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S,  $NR_7$ ;

 $R_6$  is selected from H,  $C_{1-4}$  alkyl;

R<sub>7</sub> is selected from H, C<sub>1-4</sub> alkyl, aryl, hetaryl, C<sub>1-4</sub> alkyl aryl, C<sub>1-4</sub> alkyl hetaryl; R<sub>2</sub> is 0-2 substituents independently selected from C<sub>1-4</sub> alkyl and OC<sub>1-4</sub> alkyl; Y is CH<sub>2</sub>OH, OC<sub>1-4</sub> alkylOH, OC<sub>1-4</sub> alkylR<sub>12</sub>, OC<sub>1-4</sub> alkylNR<sub>12</sub>NR<sub>13</sub>, C(O)R12, CH<sub>2</sub>R<sub>12</sub>,

COOR<sub>12</sub>, CONR<sub>12</sub>R<sub>13</sub>, OCON R<sub>12</sub>R<sub>13</sub>, CH<sub>2</sub>N R<sub>12</sub>R<sub>13</sub>, NHCOR<sub>12</sub>, NHCON R<sub>12</sub>R<sub>13</sub>, R<sub>12</sub> and R<sub>13</sub> are each independently H, C<sub>1-2</sub> alkyl, (CH<sub>2</sub>)<sub>3</sub>NEt<sub>2</sub>, (CH<sub>2</sub>)<sub>2</sub>NMe<sub>2</sub>, (CH<sub>2</sub>)<sub>5</sub>NH<sub>2</sub>, (CH<sub>2</sub>)<sub>2</sub>OH,

$$-N$$
,  $-N$ ,  $-N$ ,  $N-CH_3$ ,  $-NH$ ,  $-N$ , and  $-N$ ,  $-$ 

n=0-4;

W is selected from H,  $C_{1-4}$ alkyl,  $C_{2-6}$ alkenyl; where  $C_{1-4}$ alkyl or  $C_{2-6}$ alkenyl may be optionally substituted with  $C_{1-4}$ alkyl, OH,  $OC_{1-4}$ alkyl,  $NR_{15}R_{16}$ ;

 $R_{15}$ , and  $R_{16}$  are each independently H,  $C_{1-4}$  alkyl,  $C_{1-4}$  alkyl cycloalkyl,  $C_{1-4}$  alkyl cyclohetalkyl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S,  $NR_{17}$ 

 $R_{17}$  is selected from H,  $C_{1\text{--}4}$  alkyl; and wherein when Y is  $CH_2R_{12}$  then  $R_{12}$  is not H,  $C_{1\text{--}2}$  alkyl.

3. A method of treating liver cancer comprising administering to a subject in need of treatment an amount of at least one compound of the general formula (III):

or pharmaceutically acceptable prodrugs, salts, hydrates, solvates, crystal forms or diastereomers thereof, wherein:

 $X_1$ ,  $X_2$ ,  $X_3$ ,  $X_4$  are selected from the following:

- (i)  $X_1$  and  $X_2$  are N and  $X_3$  and  $X_4$  are C independently substituted with Y;
- (ii)  $X_1$  and  $X_4$  are N and  $X_2$  and  $X_3$  are C independently substituted with Y;
- (iii)  $X_1$  and  $X_3$  are N and  $X_2$  and  $X_4$  are C independently substituted with Y;
- (iv)  $X_2$  and  $X_4$  are N and  $X_1$  and  $X_3$  are C independently substituted with Y;
- (v)  $X_1$  is N and  $X_2$ ,  $X_3$ , and  $X_4$  are C independently substituted with Y;
- (vi)  $X_3$  is N and  $X_1$ ,  $X_2$ , and  $X_4$  are C independently substituted with Y;
- (vii)  $X_4$  is N and  $X_1$ ,  $X_2$ , and  $X_3$  are C independently substituted with Y;
- (viii)  $X_2$  is N and  $X_1$ ,  $X_3$ , and  $X_4$  are C independently substituted with Y; and
- (ix)  $X_1$ ,  $X_2$  and  $X_3$  are N and  $X_4$  is C substituted with Y;

 $R_1$  is H,  $C_{1\text{-}6}$ alkyl,  $C_{1\text{-}6}$ alkylNR<sub>5</sub>R<sub>6</sub>,  $C_{1\text{-}6}$ alkylNR<sub>5</sub>COR<sub>6</sub>,  $C_{1\text{-}6}$ alkylNR<sub>5</sub>SO<sub>2</sub>R<sub>6</sub>,  $C_{1\text{-}6}$ alkylCO<sub>2</sub>R<sub>5</sub>,  $C_{1\text{-}6}$ alkylCONR<sub>5</sub>R<sub>6</sub>;

R<sub>5</sub> and R<sub>6</sub> are each independently H, C<sub>1-4</sub>alkyl, aryl, hetaryl, C<sub>1-4</sub>alkylaryl, C<sub>1-4</sub>alkylhetaryl or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S, NR<sub>7</sub>;
R<sub>7</sub> is selected from H, C<sub>1-4</sub>alkyl;

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R_2 \ is \ selected \ from \ C_{1\text{-}6} alkylOH, \ OC_{2\text{-}6} alkylOH, \ C_{1\text{-}6} alkylNR_8R_9, \ OC_{2\text{-}6} alkylNR_8R_9, \ C_{1\text{-}6} alkylNR_8COR_9, \ OC_{2\text{-}6} alkylNR_8COR_9, \ C_{1\text{-}6} alkylhetaryl, \ OC_{2\text{-}6} alkylhetaryl, \ OCONR_8R_9, \ NR_8COR_{12};
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R<sub>8</sub>, R<sub>9</sub> are each independently H, C<sub>1-4</sub>alkyl, C<sub>1-4</sub>alkylNR<sub>11</sub>R<sub>13</sub>, hetaryl, cyclohetalkyl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S, NR<sub>14</sub>;

R<sub>12</sub> is C<sub>2-4</sub>alkyl, C<sub>1-4</sub>alkylNR<sub>11</sub>R<sub>13</sub>, hetaryl, cyclohetalkyl;

R<sub>11</sub>, R<sub>13</sub> are each independently H, C<sub>1-4</sub>alkyl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S, NR<sub>14</sub>;

R<sub>14</sub> is selected from H, C<sub>1-4</sub>alkyl;

 $R_{10}$  is H,  $C_{1-4}$  alkyl;

R<sub>3</sub> and R<sub>4</sub> are each independently H, halogen, C<sub>1-4</sub>alkyl, OH, OC<sub>1-4</sub>alkyl, CF<sub>3</sub>, OCF<sub>3</sub>; Q is a bond, or C<sub>1-4</sub> alkyl;

W is selected from H,  $C_{1-4}$ alkyl,  $C_{2-6}$ alkenyl; where  $C_{1-4}$ alkyl or  $C_{2-6}$ alkenyl may be optionally substituted with  $C_{1-4}$ alkyl, OH,  $OC_{1-4}$ alkyl,  $NR_{15}R_{16}$ ;

R<sub>15</sub> and R<sub>16</sub> are each independently H, C<sub>1-4</sub>alkyl, C<sub>1-4</sub>alkyl cycloalkyl, C<sub>1-4</sub>alkyl cyclohetalkyl, aryl, hetaryl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S, NR<sub>17</sub>; R<sub>17</sub> is selected from H, C<sub>1-4</sub>alkyl;

A is aryl, hetaryl optionally substituted with 0-3 substituents independently chosen from halogen,  $C_{1-4}$  alkyl,  $CF_3$ , aryl, hetaryl,  $OCF_3$ ,  $OC_{1-4}$ alkyl,  $OC_{2-5}$ alkyl $NR_{18}R_{19}$ ,  $OR_{18}R_{19}$ ,  $OR_{18}R_{1$ 

 $R_{18}$ ,  $R_{19}$  are each independently H,  $C_{1-4}$  alkyl,  $C_{1-4}$  alkyl cyclohetalkyl, aryl, hetaryl,  $C_{1-4}$  alkyl aryl,  $C_{1-4}$  alkyl hetaryl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S,  $NR_{21}$ ;

 $R_{21}$  is selected from H,  $C_{1-4}$ alkyl;

R<sub>20</sub> is selected from H, C<sub>1-4</sub>alkyl;

Y is selected from H, C<sub>1-4</sub>alkyl, OH, NR<sub>22</sub>R<sub>23</sub>; and

R<sub>22</sub>, R<sub>23</sub> are each independently H, C<sub>1-4</sub>alkyl.

4. A method of treating liver cancer comprising administering to a subject in need of treatment an amount of at least one compound of the general formula (IV):

or pharmaceutically acceptable prodrugs, salts, hydrates, solvates, crystal forms or diastereomers thereof, wherein:

 $X_1, X_2, X_3, X_4$  are selected from the following:

- (i)  $X_1$  and  $X_2$  are N and  $X_3$  and  $X_4$  are C independently substituted with Y;
- (ii)  $X_1$  and  $X_4$  are N and  $X_2$  and  $X_3$  are C independently substituted with Y;
- (iii)  $X_1$  and  $X_3$  are N and  $X_2$  and  $X_4$  are C independently substituted with Y;
- (iv)  $X_2$  and  $X_4$  are N and  $X_1$  and  $X_3$  are C independently substituted with Y;
- (v)  $X_1$  is N and  $X_2$ ,  $X_3$ , and  $X_4$  are C independently substituted with Y;
- (vi)  $X_3$  is N and  $X_1$ ,  $X_2$ , and  $X_4$  are C independently substituted with Y;
- (vii)  $X_4$  is N and  $X_1$ ,  $X_2$ , and  $X_3$  are C independently substituted with Y;
- (viii)  $X_2$  is N and  $X_1$ ,  $X_3$ , and  $X_4$  are C independently substituted with Y; and
- (ix)  $X_1$ ,  $X_2$  and  $X_3$  are N and  $X_4$  is C substituted with Y;
- R<sub>1</sub> is H, C<sub>1-6</sub>alkyl, C<sub>1-6</sub>alkylNR<sub>5</sub>R<sub>6</sub>, where R<sub>5</sub> and R<sub>6</sub> are each independently H, C<sub>1-4</sub>alkyl, aryl, hetaryl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S, NR<sub>7</sub>; R<sub>7</sub> is selected from H, C<sub>1-4</sub>alkyl;
- R<sub>2</sub> is selected from C<sub>1-6</sub>alkylOH, OC<sub>2-6</sub>alkyl OH, C<sub>1-6</sub>alkylNR<sub>8</sub>R<sub>9</sub>, OC<sub>2-6</sub>alkyl NR<sub>8</sub>R<sub>9</sub>, C<sub>1-6</sub>alkylNR<sub>8</sub>COR<sub>9</sub>, OC<sub>2-6</sub>alkylNR<sub>8</sub>COR<sub>9</sub>, C<sub>1-6</sub>alkylhetaryl, OC<sub>2-6</sub>alkylhetaryl, OCONR<sub>8</sub>R<sub>9</sub>, NR<sub>8</sub>COOR<sub>9</sub>, NR<sub>10</sub>CONR<sub>8</sub>R<sub>9</sub>, CONR<sub>8</sub>R<sub>9</sub>, NR<sub>8</sub>COR<sub>12</sub>;
  - R<sub>8</sub>, R<sub>9</sub> are each independently H, C<sub>1-4</sub>alkyl, C<sub>1-4</sub>alkylNR<sub>11</sub>R<sub>13</sub>, hetaryl, cyclohetalkyl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S, NR<sub>14</sub>;

R<sub>12</sub> is C<sub>2-4</sub>alkyl, C<sub>1-4</sub>alkylNR<sub>11</sub>R<sub>13</sub>, hetaryl, cyclohetalkyl;

R<sub>11</sub>, R<sub>13</sub> are each independently H, C<sub>1-4</sub>alkyl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S, NR<sub>14</sub>; R<sub>14</sub> is selected from H, C<sub>1-4</sub>alkyl;

R<sub>10</sub> is H, C<sub>1-4</sub>alkyl;

R<sub>3</sub> and R<sub>4</sub> are each independently H, halogen, C<sub>1-4</sub>alkyl, OH, OC<sub>1-4</sub>alkyl, CF<sub>3</sub>, OCF<sub>3</sub>; Q is CH;

W is selected from C<sub>1-4</sub>alkyl, C<sub>2-6</sub>alkenyl; where C<sub>1-4</sub>alkyl or C<sub>2-6</sub>alkenyl may be optionally substituted with C<sub>1-4</sub>alkyl, OH, OC<sub>1-4</sub>alkyl, NR<sub>15</sub>R<sub>16</sub>;

R<sub>15</sub>, and R<sub>16</sub> are each independently H, C<sub>1-4</sub>alkyl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S, NR<sub>17</sub>;

R<sub>17</sub> is selected from H, C<sub>1-4</sub>alkyl;

A is aryl, hetaryl optionally substituted with 0-2 substituents independently chosen from halogen, C<sub>1-4</sub>alkyl, CF<sub>3</sub>, aryl, hetaryl, OCF<sub>3</sub>, OC<sub>1-4</sub>alkyl; OC<sub>2-3</sub>alkylNR<sub>18</sub>R<sub>19</sub>, Oaryl, Ohetaryl, CO<sub>2</sub>R<sub>18</sub>, CONR<sub>18</sub>R<sub>19</sub>, NR<sub>18</sub>R<sub>19</sub>, C<sub>1-4</sub>alkylNR<sub>18</sub>R<sub>19</sub>, NR<sub>20</sub>C<sub>1-4</sub>alkylNR<sub>18</sub>R<sub>19</sub>, NR<sub>18</sub>COR<sub>19</sub>, NR<sub>20</sub>CONR<sub>18</sub>R<sub>19</sub>, NR<sub>18</sub>SO<sub>2</sub>R<sub>19</sub>;

R<sub>18</sub>, R<sub>19</sub> are each independently H, C<sub>1-4</sub>alkyl, C<sub>1-4</sub>alkyl cyclohetalkyl, aryl, hetaryl, C<sub>1-4</sub>alkyl aryl, C<sub>1-4</sub>alkyl hetaryl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S, NR<sub>21</sub>;

R<sub>21</sub> is selected from H, C<sub>1-4</sub>alkyl;

R<sub>20</sub> is selected from H, C<sub>1-4</sub>alkyl;

Y is selected from H, C<sub>1-4</sub>alkyl, NR<sub>22</sub>R<sub>23</sub>; and

R<sub>22</sub>, R<sub>23</sub> are each independently H, C<sub>1-4</sub>alkyl.

5. A method of treating liver cancer comprising administering to a subject in need of treatment an amount of at least one compound of the general formula (V):

or pharmaceutically acceptable prodrugs, salts, hydrates, solvates, crystal forms or diastereomers thereof, wherein:

 $X_1$ ,  $X_2$ ,  $X_3$ ,  $X_4$  are selected from the following:

- (i)  $X_1$  and  $X_2$  are N and  $X_3$  and  $X_4$  are C independently substituted with Y;
- (ii)  $X_1$  and  $X_4$  are N and  $X_2$  and  $X_3$  are C independently substituted with Y;
- (iii)  $X_2$  and  $X_4$  are N and  $X_1$  and  $X_3$  are C independently substituted with Y;
- (iv)  $X_1$  is N and  $X_2$ ,  $X_3$ , and  $X_4$  are C independently substituted with Y;
- (v)  $X_3$  is N and  $X_1$ ,  $X_2$ , and  $X_4$  are C independently substituted with Y;
- (vi)  $X_4$  is N and  $X_1$ ,  $X_2$ , and  $X_3$  are C independently substituted with Y;
- (vii) X<sub>2</sub> is N and X<sub>1</sub>, X<sub>3</sub>, and X<sub>4</sub> are C independently substituted with Y; and
- (viii)  $X_1$ ,  $X_2$  and  $X_3$  are N and  $X_4$  is C substituted with Y;

 $R_1 \text{ is H, C}_{1\text{-}6} \text{alkylNR}_5 R_6, C_{1\text{-}6} \text{alkylNR}_5 \text{COR}_6, C_{1\text{-}6} \text{alkylNR}_5 \text{SO}_2 R_6, C_{1\text{-}6} \text{alkylCO}_2 R_5, \\ C_{1\text{-}6} \text{alkylCONR}_5 R_6;$ 

R<sub>5</sub> and R<sub>6</sub> are each independently H, C<sub>1-4</sub>alkyl, aryl, hetaryl, C<sub>1-4</sub>alkylaryl, C<sub>1-4</sub>alkylhetaryl or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S, NR<sub>7</sub>;

R<sub>7</sub> is selected from H, C<sub>1-4</sub>alkyl;

R<sub>2</sub> is selected from OH, OC<sub>1-6</sub>alkyl, C<sub>1-6</sub>alkylOH, OC<sub>2-6</sub>alkylOH, C<sub>1-6</sub>alkylNR<sub>8</sub>R<sub>9</sub>, OC<sub>2-6</sub>alkylNR<sub>8</sub>R<sub>9</sub>, C<sub>1-6</sub>alkylNR<sub>8</sub>COR<sub>9</sub>, OC<sub>2-6</sub>alkylNR<sub>8</sub>COR<sub>9</sub>, C<sub>1-6</sub>alkylhetaryl, OC<sub>2-6</sub>alkylhetaryl, OCONR<sub>8</sub>R<sub>9</sub>, NR<sub>8</sub>COR<sub>12</sub>;

R<sub>8</sub>, R<sub>9</sub> are each independently H, C<sub>1-4</sub>alkyl, C<sub>1-4</sub>alkylNR<sub>11</sub>R<sub>13</sub>, hetaryl, cyclohetalkyl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S, NR<sub>14</sub>;

R<sub>12</sub> is C<sub>2-4</sub>alkyl, C<sub>1-4</sub>alkylNR<sub>11</sub>R<sub>13</sub>, hetaryl, cyclohetalkyl;

R<sub>11</sub>, R<sub>13</sub> are each independently H, C<sub>1-4</sub>alkyl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S, NR<sub>14</sub>;

R<sub>14</sub> is selected from H, C<sub>1-4</sub>alkyl;

 $R_{10}$  is H,  $C_{1-4}$  alkyl;

R<sub>3</sub> and R<sub>4</sub> are each independently H, halogen, C<sub>1-4</sub>alkyl, OH, OC<sub>1-4</sub>alkyl, CF<sub>3</sub>, OCF<sub>3</sub>; Q is a bond, or C<sub>1-4</sub>alkyl;

W is selected from H, C<sub>1-4</sub>alkyl, C<sub>2-6</sub>alkenyl; where C<sub>1-4</sub>alkyl or C<sub>2-6</sub>alkenyl may be optionally substituted with C<sub>1-4</sub>alkyl, OH, OC<sub>1-4</sub>alkyl, NR<sub>15</sub>R<sub>16</sub>;

R<sub>15</sub>, and R<sub>16</sub> are each independently H, C<sub>1-4</sub>alkyl, C<sub>1-4</sub>alkyl cycloalkyl, C<sub>1-4</sub>alkyl cycloalkyl, C<sub>1-4</sub>alkyl cyclohetalkyl, aryl, hetaryl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S, NR<sub>17</sub>; R<sub>17</sub> is selected from H, C<sub>1-4</sub>alkyl;

A is aryl, hetaryl optionally substituted with 0-3 substituents independently chosen from halogen, C<sub>1-4</sub> alkyl, CF<sub>3</sub>, aryl, hetaryl, OCF<sub>3</sub>, OC<sub>1-4</sub>alkyl, OC<sub>2-5</sub>alkylNR<sub>18</sub>R<sub>19</sub>, Oaryl, Ohetaryl, CO<sub>2</sub>R<sub>18</sub>, CONR<sub>18</sub>R<sub>19</sub>, NR<sub>18</sub>R<sub>19</sub>, C<sub>1-4</sub> alkylNR<sub>18</sub>R<sub>19</sub>, NR<sub>20</sub>C<sub>1-4</sub>alkylNR<sub>18</sub>R<sub>19</sub>, NR<sub>18</sub>COR<sub>19</sub>, NR<sub>20</sub>CONR<sub>18</sub>R<sub>19</sub>, NR<sub>18</sub>SO<sub>2</sub>R<sub>19</sub>;

 $R_{18}$ ,  $R_{19}$  are each independently H,  $C_{1\text{--}4}$  alkyl,  $C_{1\text{--}4}$  alkyl cyclohetalkyl, aryl, hetaryl,  $C_{1\text{--}4}$  alkyl aryl,  $C_{1\text{--}4}$  alkyl hetaryl, or may be joined to form an optionally substituted 3-8 membered ring optionally containing an atom selected from O, S,  $NR_{21}$ ;

R<sub>21</sub> is selected from H, C<sub>1-4</sub> alkyl;

R<sub>20</sub> is selected from H, C<sub>1-4</sub> alkyl;

Y is selected from H, C<sub>1-4</sub>alkyl, OH, NR<sub>22</sub>R<sub>23</sub>;

R<sub>22</sub>, R<sub>23</sub> are each independently H, C<sub>1-4</sub> alkyl.

6. A method of treating liver cancer comprising administering to a subject in need of treatment an amount of at least one compound of the general formula (VI):

$$R'_{7}$$
 $R'_{6}$ 
 $X'_{5}$ 
 $X'_{4}$ 
 $X'_{3}$ 
 $X'_{2}$ 
 $(VI)$ 

or pharmaceutically acceptable prodrugs, salts, hydrates, solvates, crystal forms or diastereomers thereof, wherein:

R'<sub>1</sub> is C<sub>1-4</sub> alkyl,

R'<sub>2</sub> is independently selected from the group consisting of: OH, NHCOR'<sub>12</sub>, and NHCONHR'<sub>12</sub>;

R'<sub>12</sub> is independently selected from the group consisting of H, C<sub>1-4</sub> alkyl optionally substituted with OH, OC<sub>1-4</sub>alkyl or NR'<sub>15</sub>R'<sub>16</sub>;

R'<sub>15</sub> and R'<sub>16</sub> are each independently selected from H and C<sub>1-4</sub> alkyl;

X'<sub>1</sub>, X'<sub>2</sub>, X'<sub>3</sub>, X'<sub>4</sub> are selected from the following:

- (i) X'<sub>1</sub> and X'<sub>2</sub> are N and X'<sub>3</sub> and X'<sub>4</sub> are C independently substituted with Y';
- (ii) X'<sub>1</sub> and X'<sub>4</sub> are N and X'<sub>2</sub> and X'<sub>3</sub> are C independently substituted with Y';
- (iii) X'<sub>1</sub> and X'<sub>3</sub> are N and X'<sub>2</sub> and X'<sub>4</sub> are C independently substituted with Y';
- (iv) X'<sub>2</sub> and X'<sub>4</sub> are N and X'<sub>1</sub> and X'<sub>3</sub> are C independently substituted with Y';

Y' is selected from H, OH, C<sub>1-4</sub>alkyl, and OC<sub>1-4</sub>alkyl;

X's is selected from N and C, and

when X'<sub>5</sub> is C, R'<sub>6</sub> is selected from the group H, halogen, C<sub>1-4</sub> alkyl, OC<sub>1-4</sub>alkyl, CF<sub>3</sub>, and OCF<sub>3</sub>:

 $R^{\prime}{}_{5}$  is selected from the group  $C_{1\text{--}4}$  alkyl,  $OC_{1\text{--}4}$  alkyl,  $CF_{3},$  and  $OCF_{3};$  and

R'<sub>7</sub> is selected from the group H, halogen, C<sub>1-4</sub> alkyl, OC<sub>1-4</sub>alkyl, CF<sub>3</sub>, and OCF<sub>3</sub>.

7. The method according to claim 6, wherein the compound of the general formula (VI) selected from the group consisting of:

## 8. The method of claim 7, wherein the compound is

- 9. The method of any of claims 1-8, wherein the liver cancer is selected from the group consisting of: hepatocellular carcinoma (HCC), fibrolamellar HCC, bile duct cancer, angiosarcoma, and secondary liver cancer.
  - 10. The method of any of claims 1-8, wherein the liver cancer is HCC.
  - 11. The method of any of claims 1-10, wherein the subject is a human.
- 12. The method of any of claims 1-10, further comprising monitoring the subject for change(s) in sign(s) and/or symptom(s) of liver cancer responsive to administering the compound.
- 13. The method of any of claims 1-10, wherein the compound is administered as a monotherapy.
- 14. The method of any of claims 1-10, further comprising administering a second therapeutic agent to the subject.
- 15. The method of any of claims 1-10, wherein the compound is administered intravenously, subcutaneously, or orally.
- 16. Use of a compound of the general formulas (I), (II), (III), (IV), (V), or (VI) for the treatment of liver cancer.
  - 17. The use according to claim 16, wherein the compound is selected from

18. The use according to claim 17, wherein the compound is

- 19. The use according to any of claims 16-18, wherein the liver cancer is selected from the group consisting of: hepatocellular carcinoma (HCC), fibrolamellar HCC, bile duct cancer, angiosarcoma, and secondary liver cancer.
  - 20. The use according to any of claims 16-18, wherein the liver cancer is HCC.
- 21. The use according to any of claims 16-20, wherein the treatment is applied to a human.