WHAT IS CLAIMED IS:

1. Use of a therapeutic agent and an intracellular permeation enhancing agent, in the manufacture of a medicament for the treatment of cancer in a subject, wherein the therapeutic agent comprises a platinum agent, wherein the intracellular permeation enhancing agent is selected from the group consisting of 6-oxo-6 phenylhexanoic acid, 8-Cyclohexyl-8-oxooctanoic acid, *N*-(8-[2- hydroxybenzoyl]amino)octanoic acid, and a functionally effective salt thereof, and wherein the medicament is suitable for intratumoral administration.

2. The use of claim 1, wherein the intracellular permeation agent increases the therapeutic effectiveness of the therapeutic agent and the subject is a mammal selected from the group consisting of a dog, cat, horse, cow, sheep, goat, pig, mouse, rat, guinea pig, monkey and a human.

3. The use of claim 1, wherein the cancer is one or more tumors selected from the group consisting of a solid tumor, a carcinoma and a sarcoma.

4. The use of claim 3, wherein the solid tumor, carcinoma, or sarcoma is of the skin, bone, muscle, breast, oral cavity, colon, organ, kidney, liver, lung, gallbladder, pancreas, brain, esophagus, bladder, large intestine, small intestine, spleen, stomach, prostate, testes, ovaries, cervix, rectum, or uterus.

5. The use of claim 3, wherein the one or more tumors have metastasized.

6. The use of claim 3, wherein the medicament reduces the growth rate of the one or more tumors, shrinks the one or more tumors, eradicates the one or more tumors, or prevents new tumors.

7. The use of claim 3, wherein the medicament prevents tumor metastasis.

8. The use of claim 1, wherein the therapeutic agent, the intracellular permeation enhancing agent, or both selected based on the volume and type of the tumor.

9. The use of claim 1, wherein the therapeutic agent, the intracellular permeation enhancing agent, or both is suitable for administration on a first day and further is suitable for administration on one or more subsequent days.

10. The use of claim 9, wherein the first day and the one or more subsequent days are separated by between about 1 day and about 3 weeks.

11. The use of claim 9, wherein the therapeutic agent and the intracellular permeation enhancing agent are suitable for coadministration in a ratio of about 1:2, 1:4, 1:10, 1:20, 1:25, 1:50, 1:100, or 1:200 (weight ratio of therapeutic agent:intracellular permeation enhancing agent).

12. The use of claim 9, wherein the intracellular permeation enhancing agent is suitable for administration at a concentration of between about 0.5 mgs per ml of dosing solution and about 50 mgs per ml.

13. The use of claim 9, wherein the intracellular permeation enhancing agent is suitable for administration at a concentration of between about 10 mgs per ml and about 30 mgs per ml of dosing solution.

14. The use of claim 1, wherein the therapeutic agent and the intracellular permeation enhancing agent is suitable for simultaneous administration in a single medicament or is suitable for simultaneous administration in separate medicaments.

15. The use of claim 1, wherein the intracellular permeation enhancing agent is suitable for administration before the therapeutic agent.