WHAT IS CLAIMED IS:

1. Use of a therapeutic in the manufacture of a medicament for treating a subject suffering from heart failure, wherein the medicament is to be delivered to the heart of a subject via retrograde coronary venous or sinus delivery, without occluding the left main coronary artery or without occluding antegrade flow.
2. Use of a therapeutic in the manufacture of a medicament for treating a subject suffering from heart failure, wherein the medicament is to be delivered to the heart of a subject via retrograde coronary venous or sinus delivery, with occluding the left main coronary artery or with occluding antegrade flow.
3. The use of claim 1 or 2, wherein the therapeutic comprises a nucleic acid or protein.
4. The use of claim 3, wherein the nucleic acid encodes a protein.
5. The use of claim 3 or 4, wherein the protein comprises BCL2-Associated Athanogene 3 (BAG3).
6. The use of claim 3, wherein the nucleic acid comprises an expression vector.
7. The use of claim 6, wherein the expression vector comprises a viral vector, eukaryotic or yeast vector.
8. The use of claim 7, wherein the viral vector comprises an adeno-associated virus (AAV) vector, adenovirus vector, lentiviral vector or retroviral vector.
9. The use of claim 8, wherein the AAV vector comprises a capsid or inverted terminal repeat from any one of the following AAV serotypes: AAV1, AAV2, AAV3, AAV4, AAV5, AAV6, AAV7, AAV8, AAV9, AAV10, AAV11 or AAV12.
10. The use of claim 6, wherein the expression vector comprises a promoter functional in heart.
11. The use of claim 10, wherein the promoter is cardiac specific.
12. The use of claim 6, wherein the expression vector comprises a promoter functional in heart and a BAG3 polynucleotide or cDNA sequence.
13. The use of any of claims 1 – 12, wherein the subject is human.
14. The use of any one of claims 1 – 13, wherein the subject or human is suffering from heart failure with reduced ejection fraction or heart failure with preserved ejection fraction.
15. The use of any one of claims 1 – 14, wherein the subject or human is suffering from familial dilated cardiomyopathy.

16. The use of any one of claims 1 – 14, wherein the subject or human is suffering from non-familial dilated cardiomyopathy.
17. The use of any one of claims 1 – 14, wherein the subject or human is suffering from ischemic heart disease or cardiomyopathy.
18. The use of any one of claims 1 – 14, wherein the subject or human is suffering from nonischemic heart disease or cardiomyopathy.
19. The use of any one of claims 1 – 14, wherein the subject or human is at risk of ischemia/reperfusion injury.
20. The use of any one of claims 1 – 19, wherein the subject or human is scheduled for or is a candidate for a vascular interventional or medical procedure that could be to ischemia/reperfusion injury.
21. The use of any one of claims 1 – 19, wherein the medicament is to be delivered to the heart by a catheter positioned proximal to the coronary sinus and distal to the great cardiac vein.
22. The use of any one of claims 1 – 19, wherein the medicament is to be delivered to the heart by a catheter positioned in or occluding the coronary sinus and distal to the origin of the great cardiac vein or the great cardiac vein.
23. The use of claim 22, wherein the vascular interventional or medical procedure comprises a procedure using a catheter, a stent, angioplasty, bypass surgery or coronary artery bypass graft.
24. The use of any one of claims 1 – 22, wherein the subject or human is scheduled for or is a candidate for peripheral vascular disease surgery.
25. The use of any one of claims 1 – 22, wherein the subject or human has a mutation in their endogenous BAG3 polynucleotide or polypeptide.
26. The use of any one of claims 1 – 22, wherein the subject or human has reduced expression or activity of endogenous BAG3 polynucleotide or polypeptide.
27. The use of any one of claims 1 – 26, wherein the medicament is to be administered to the subject or human via the great cardiac vein.
28. The use of any one of claims 1 – 26, wherein the medicament is to be administered via a catheter positioned proximal but distal to the great cardiac vein.

29. The use of any one of claims 1 – 26, wherein the medicament is to be delivered into the great cardiac vein, left azygous or any veins that feed off the coronary sinus.
30. The use of any one of claims 1 – 29, wherein the medicament is to be administered via infusion for a time up to about 20 minutes.
31. The use of any one of claims 1 – 29, wherein the medicament is to be administered at a rate of about 1 ml per minute to 5 ml per minute.
32. The use of any one of claims 1 – 29, wherein the medicament is to be administered at a rate of about 1 ml per minute.
33. The use of any one of claims 1 – 32, wherein the medicament is to be administered in a volume of about 10 ml to about 100 mL.
34. The use of any one of claims 1 – 32, wherein the medicament is to be administered in a volume of about 20 ml to about 75 mL.
35. The use of any one of claims 1 – 32, wherein the medicament is to be administered in a volume of about 30 ml to about 60 mL.
36. The use of any one of claims 1 – 32, wherein the medicament is to be administered in a volume of about 40 ml to about 50 mL.
37. The use of any one of claims 1 – 36, wherein the medicament is to be administered to the subject and is to be delivered to one or more of anterior left ventricle, anterior lateral left ventricle, inferior lateral left ventricle, inferior lateral ventricle, septum or right ventricle, and/or the therapeutic is to be expressed in one or more of anterior left ventricle, anterior lateral left ventricle, inferior lateral left ventricle, inferior lateral ventricle, septum or right ventricle.
38. The use of any one of claims 1 – 36, wherein the therapeutic is expressed throughout the heart.
39. The use of any one of claims 1 – 38, wherein the therapeutic reduces one or more symptoms of a cardiac disease.
40. The use of any one of claims 1 – 39, wherein the therapeutic reduces one or more symptoms of heart failure.
41. The use of any one of claims 1 – 40, wherein the therapeutic improves cardiac function or cardiac contractility.

42. The use of any one of claims 1 – 41, wherein the therapeutic increases left ventricle ejection fraction.
43. The use of any one of claims 1 – 42, wherein the therapeutic comprises a nucleic acid or protein.
44. The use of claim 43, wherein the nucleic acid comprises an expression vector.
45. The use of any one of claims 1 – 42, wherein the therapeutic comprises a viral vector.
46. The use of any one of claims 1 – 45, wherein the therapeutic or protein comprises BCL2-Associated Athanogene 3 (BAG3) or the nucleic acid or the expression vector encodes BAG3 or the viral vector comprises a nucleic acid or expression vector encoding BAG3.
47. The use of claims 45 or 46, wherein the viral vector is a eukaryotic or yeast vector.
48. The use of claims 45 or 46, wherein the viral vector comprises an adeno-associated virus (AAV) vector, adenovirus vector, lentiviral vector or retroviral vector.
49. The use of claim 48, wherein the AAV vector comprises a capsid or inverted terminal repeat from any one of the following AAV serotypes: AAV1, AAV2, AAV3, AAV4, AAV5, AAV6, AAV7, AAV8, AAV9, AAV10, AAV11 or AAV12.
50. The use of any one of claims 45 – 49, wherein the medicament is to be administered to the subject, the subject thereby receiving the viral vector at a dose from about $1x10^{11}$ vg/kg to about $1.0x10^{14}$ vg/kg.
51. The use of any one of claims 45 – 49, wherein the medicament is to be administered to the subject, the subject thereby receiving the viral vector at a dose from about $1.0x10^{12}$ vg/kg to about $0.5x10^{14}$ vg/kg.
52. The use of any one of claims 45 – 49, wherein the medicament is to be administered to the subject, the subject thereby receiving the viral vector at a dose from about $3.0x10^{12}$ vg/kg to about $1.0x10^{13}$ vg/kg.
53. The use of any one of claims 45 – 49, wherein the medicament is to be administered to the subject, the subject thereby receiving the viral vector at a dose from about $3.0x10^{12}$ vg/kg to about $9.0x10^{12}$ vg/kg.
54. The use of any one of claims 45 – 49, wherein the medicament is to be administered to the subject, the subject thereby receiving the viral vector at a dose from about $3.0x10^{12}$ vg/kg to about $8.0x10^{12}$ vg/kg.

55. The use of any one of claims 45 – 49, wherein the medicament is to be administered to the subject, the subject thereby receiving the viral vector at a dose from about $3.0x10^{12}$ vg/kg to about $5.0x10^{12}$ vg/kg.

56. The use of any one of claims 2 – 55, wherein the occlusion is maintained for a period of about 30 seconds to about 20 minutes.

57. The use of any one of claims 2 – 55, wherein the occlusion is maintained for a period of about 1 minute to about 15 minutes.

58. The use of any one of claims 2 – 55, wherein the occlusion is maintained for a period of about 2 minutes to about 12 minutes.

59. The use of any one of claims 2 – 55, wherein the occlusion is maintained for a period of about 3 minutes to about 10 minutes.

60. The use of any one of claims 2 – 55, wherein the occlusion is maintained for a period of about 4 minutes to about 6 minutes.

61. The use of any one of claims 2 – 55, wherein the occlusion is maintained for a period of about 5 minutes.

62. The use of any one of claims 2 – 61, wherein the occlusion is at or near the ostium.